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NOVEMBER 1986 A BILL PUBLICATION THREE DOLLARS

Sales and Marketing MANAGEMENT

EBERHARD FABER GETS THE LEAD OUT

Uproar in Rep-land

New Product Experts Speak Out

Top 100 U.S. Metros

Special Section Meetings

Eberhard "Tim" Faber IV

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SRI
CONGRESSIONAL INFO SVC
4520 E-W HWY STE 800
BETHESDA MD 20814

Sales and Marketing MANAGEMENT

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Cover:

Nearly everyone has heard of Eberhard Faber pencils, but few know of the man of the same name. Starting out to be a writer, Tim Faber eventually realized he had lead in his blood—and now he's attempting to keep the family business flourishing with a transfusion of marketing know-how. Page 44.

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Trade shows

Chicago beefs up

Ever since the Republican party met in Chicago 126 years ago to select Abraham Lincoln as its presidential candidate, that capital of Mid-America has reigned as the nation's premier convention town. And in late September, with the National Premium Incentive Show christening the new 510,000-square-foot McCormick Place North, the Windy City showed it has no intentions of relinquishing its crown.

The new facility, just across the highway from McCormicks East and West, brings the trade show complex to a total of 1.6 million square feet, by far the largest in the country and second-largest in the world after Düsseldorf's Trade Fair Congress Center. The $260 million addition gives McCormick Place—which already houses 17 of the top 50 trade shows—the ability to have one big show running while another's setting up.

The theory got its first successful test in September with the International Marine Trades Convention setting up in McCormick East while the Premium Show was in full swing across the street. Last year, the Premium Show was bounced to December from its traditional October dates to make room for the larger National Houseware Manufacturers show, and McCormick's director of sales John Wilusz believes he would have lost the Premium Show to another city if the North facility had not been opened.

McCormick North should add 15%–20% to the convention center's revenues, says Wilusz, who has already signed up three annual shows that previously rotated between different cities from year to year.

"Trade shows are continuing to grow in size," says Lester Plesko, editor of *Trade Show & Exhibit Manager* magazine. "Every city is going to need bigger facilities." Both the Los Angeles Convention Center and the Georgia World Congress Center in Atlanta, in fact, have expansion plans on the board.

Sales force highlight

Surprise! Some call costs decline

Contrary to the popular belief that rising costs per sales call are, like death and taxes, inevitable, some industries escape that fate. One-third of the 14 industries for which McGraw-Hill provided detailed data from its biennial 1985 *Cost of an Industrial Sales Call* survey reported lower call costs than in 1983. Significantly, all of the lucky five, whose declines ranged from −3.0% (stone, clay, and glass products) to −43.0% (miscellaneous manufacturing) vs. the overall 11.8% rise McGraw-Hill reported earlier (S&MM, August), have call costs below the overall $229.70 average. The new data should give sales chiefs in the computer industry sleepless nights. Call costs in that industry average $452.60, McGraw-Hill claimed.

Ups and downs of cost-per-sales call

SIC	Industry	Cost Per Sales Call	% Change 1983–85	Index
3573	Computers	$452.60	N.A.	197
33	Primary metals	363.90	+92.7%	158
26	Paper	263.70	+83.3	115
35*	Nonelectrical machinery	257.30	+16.4	112
37	Transportation equip.	255.90	+12.5	111
36	Electrical & electronic equip.	238.40	+42.2	101
73	Business services	227.20	+85.0	99
38	Instruments & related products	209.50	−23.8	91
34	Fabricated metals	186.10	−17.6	81
32	Stone, clay & glass products	169.70	− 3.0	74
28	Chemicals	155.20	−11.8	68
27	Printing & publishing	148.60	N.A.	65
50	Wholesale trade-durable goods	139.80	+96.9	61
39	Miscellaneous manufacturing	130.90	−43.0	57
30	Rubber & miscellaneous plastics	129.30	+ 4.6	56
29	Petroleum & coal products	99.10	+ 8.1	43

SIC: Standard Industrial Classification code. Industries with more than 12 responses shown.
Index: Industry call cost vs. overall $229.70 average.
N.A.: Not available, industry not reported in 1983 survey.
*Does not include computers (SIC 3573).
Source: McGraw-Hill Publications Co., Laboratory of Advertising Performance, *1985 Cost of an Industrial Sales Call* survey (#8052.3)
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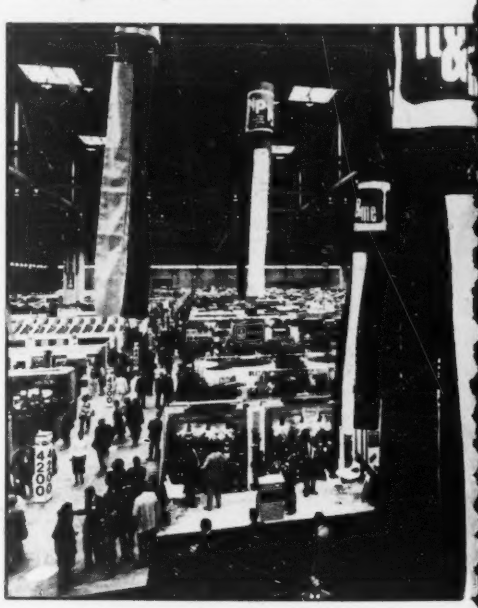


McCormick North makes Chicago the undisputed Capital of Conventions.

S&MM salesgraph

What hi-tech spends on marketing

Hi-tech selling means different things to different industries. Various hi-tech industrial sectors display a dramatic range in their sales force budget ratios, from minicomputer marketers (8.5% of revenues) to electronic components firms (0.3%). One reason: Minicomputer makers are primarily direct-sales oriented, electronic components companies rely heavily on manufacturers' representatives and alternative sales channels.

These findings (see tables below) are based on an S&MM analysis of the results of a $50,000 survey by *High-Tech Marketing* magazine, Westport, CT. The magazine presented its results (based on responses from 402 companies) in matrix form, with 13 company-size categories on a vertical axis and as many as 8 spending categories on a horizontal axis. While, potentially, this format offers greater precision, it suffers when blank cells outnumber those with data. To compare the 10 hi-tech sectors the magazine delineated, S&MM eliminated the extremes at both ends of each axis.

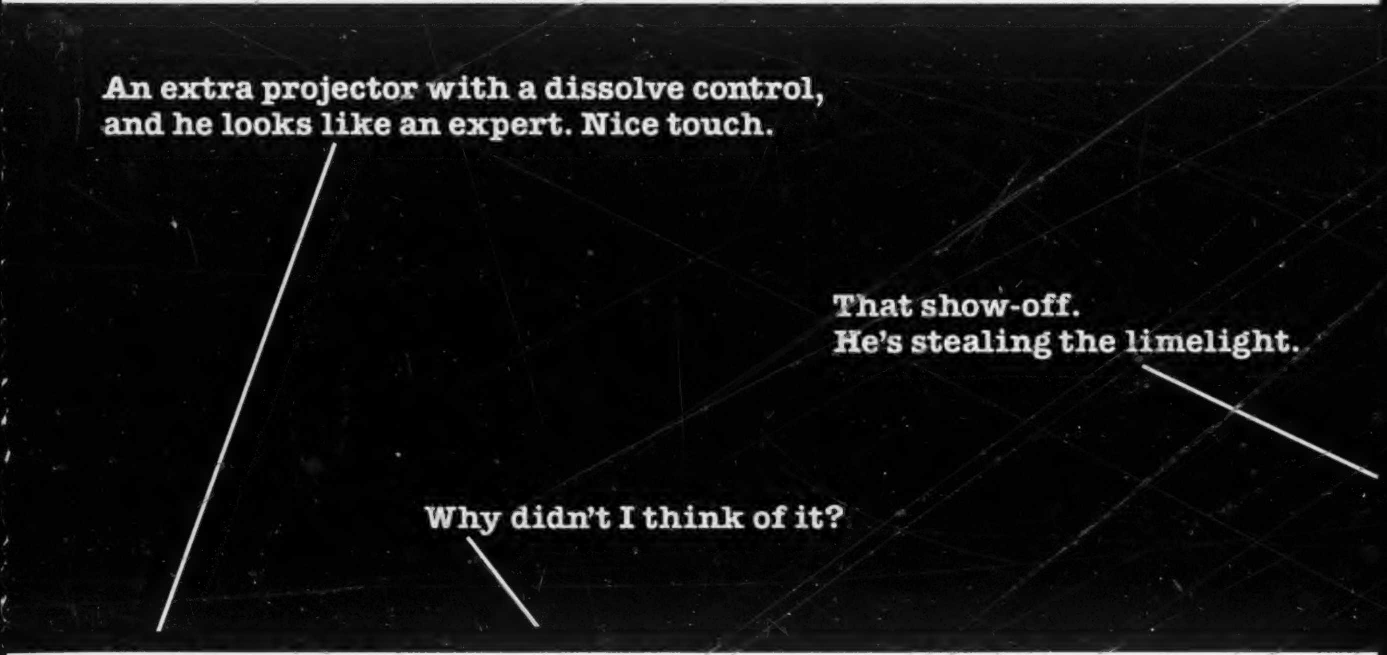
Interestingly, a McGraw-Hill survey found that in 1984 direct selling costs soaked up 8.0% of sales of electronic computing equipment marketers and 5.7% among electrical and electronic equipment firms.

Hi-tech budget ratios

	% of revenues
Sales	1.1%
Advertising	0.9
Promotion/Public relations	0.2
Direct marketing/telemarketing	0.1
Market research	0.1

Budget ratios by industry sector	**Sales**	**Advertising**	**Promotion PR**
Minicomputer	8.5%	0.6%	0.1%
Microcomputer/PC	7.6	2.0	0.5
CAD/CAM/CAE*	6.1	4.7	1.4
Minicomputer software	5.6	2.2	1.0
Electronic products test equip.	4.1	0.5	0.5
Micro/PC software	3.9	3.2	0.9
Mainframe software	2.7	1.3	0.3
Peripherals/subsystems	1.1	1.0	0.2
Communications	1.0	0.8	0.2
Electronic components	0.3	0.6	0.1

*Computer-assisted design/-manufacturing/-engineering.
Note: Sales budget: compensation, T&E, training, meetings; Advertising: media spending; Promotion: point-of-purchase literature, merchandising, leave-behinds.
Source: *High-Tech Marketing*, September issue



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Market highlight

Family income: Top outnumbers bottom

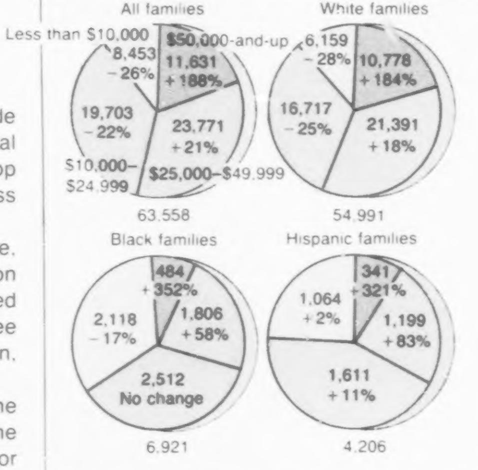
In spite of sluggish family income growth in the first half of this decade (31.9% vs. 53.2% during the last half of the 1970s) and the controversial impact of Reaganomics on the poor, more families now occupy the top rung of the income ladder ($50,000-and-up) than the bottom rung (less than $10,000).

According to the Census Bureau's latest report on personal income, families in the $50,000-plus segment increased 188% to 11.6 million between 1980 and 1985, while those with less than $10,000 were reduced by 26% to 8.5 million. Back in 1980, low income families were almost three times as numerous as high income families—11.4 million vs. 4 million, respectively.

Unfortunately, these increases are largely a white phenomenon. The 19.6% of white families who are in the top income class outnumber the 11.2% of whites in the low income group, but the comparative ratio for black families is significantly higher, with only 7% in the high income segment and 30.6% in low income. For Hispanic families, the figures are 8.1% high income and 25.3% low income.

Family income changes in the 1980s

By income group (thous.) and % change, 1980–85



Note: Details may not add to totals due to rounding. Source: Census Bureau, *Money Income and Poverty Status of Families and Persons in the U.S. 1985* (Series P-60, No. 154)

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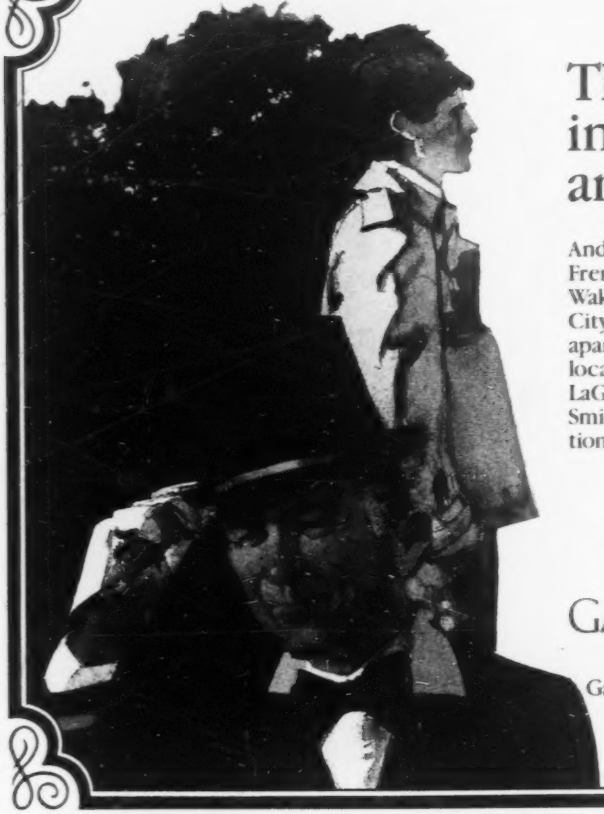
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THE NATION'S TOP 100 MARKETS

Sales and Marketing Management magazine has been publishing statistics for marketers every year since 1929, long before there was any such thing as a Metropolitan Statistical Area or an ADI. In 1946, when S&MM finally began including data based on the Census Bureau's fledgling "Metropolitan County Areas," there were only 138 such markets in the U.S. instead of the 317 metros there are today. Back then, these metro markets accounted for a majority of the nation's population, income, and retail sales—a majority that has become even more pronounced in the 40 years since.

The amount of clout these markets have in terms of this nation's demographic and economic wealth is—from a marketing standpoint—quite impressive. Today, the 100 largest metros alone contain 58.4% of the population, control 64.4% of disposable income, and account for 63.4% of all retail sales. Who are these giants of the marketing world? The largest—New York, Los Angeles, Chicago, and Philadelphia—are well-known to national marketers. But what about the others? What about the Toledos and the Tacomas and the Tucsons? How do they stack up against the rest of the nation's markets?

As a service to our readers, we have excerpted data on the nation's 100 largest metros from our four annual survey issues—the *Survey of Buying Power Parts I and II*, the *Survey of Industrial & Commercial Buying Power*, and the *Survey of Selling Costs*. These statistics show such things as current population, Effective Buying Income, manufacturing shipments, retail activity, and even per-diem meal and lodging costs for each of these major market areas. In addition, our five-year projections of population and income, as well as S&MM's patented Buying Power Index (BPI), will tell you what the future holds for these metros; information that is an absolute necessity for anyone looking to pinpoint the hot spots of today—or tomorrow

THE NATION'S TOP 100 MARKETS

Rank	Metro Area	Total Pop. (Thous.) 1985	Total Pop. (Thous.) 1990	% Change 1985-90	Racial & Ethnic Pop. (Thous.) Black	Racial & Ethnic Pop. (Thous.) Hispanic	Average Hshld. EBI 1985	Average Hshld. EBI 1990	Total Retail Sales ($000) 1985	Total Retail Sales ($000) 1990	% Change 1985-90	Buying Power Index (BPI) 1985	Buying Power Index (BPI) 1990	% Change 1985-90	1985 Manufacturing Shipments ($ Mil.)	Per-diem Meal & Lodging Costs
1.	New York	8,431.8	8,570.2	1.6%	2,144.7	1,631.5	$32,428	$44,164	$41,389,635	$59,970,524	44.9%	3.5298	3.3581	− 5.11%	$44,861	$139.90
2.	Los Angeles-Long Beach	8,091.4	8,634.9	6.7	1,019.8	2,504.2	34,776	47,521	50,985,808	76,556,861	50.2	3.6083	3.5772	− 0.87	74,924	119.75
3.	Chicago	6,127.1	6,173.2	0.8	1,430.1	588.5	36,480	52,750	35,627,510	52,260,415	46.7	2.7327	2.6790	− 2.00	71,730	127.30
4.	Philadelphia	4,807.8	4,880.7	1.5	935.7	126.9	33,761	48,669	28,393,700	42,105,783	48.3	2.0684	2.0413	− 1.33	53,255	96.15
5.	Detroit	4,361.0	4,353.6	− 0.2	889.9	77.1	34,185	48,088	26,266,849	37,800,187	43.9	1.8924	1.8062	− 4.77	60,304	88.60
6.	Boston-Lawrence-Salem-Lowell-Brockton	3,703.1	3,738.0	0.9	196.0	93.7	39,032	54,895	27,703,685	40,437,982	46.0	1.8604	1.7974	− 3.50	38,988	115.25
7.	Washington, DC	3,492.5	3,706.7	6.1	905.8	103.3	43,899	62,273	25,219,988	38,780,687	53.8	1.8447	1.8776	+ 1.78	8,564	126.50
8.	Houston	3,211.0	3,637.0	13.3	635.1	544.6	36,532	49,557	21,642,709	31,822,760	47.0	1.4943	1.5375	+ 2.89	35,208	96.25
9.	Nassau-Suffolk, NY	2,701.0	2,787.2	3.2	182.4	116.1	48,492	67,595	19,423,148	28,818,901	48.4	1.3985	1.3724	− 1.90	17,902	92.05
10.	Atlanta	2,460.7	2,746.2	11.6	585.3	28.5	34,679	48,911	17,418,814	27,592,536	58.4	1.1377	1.2094	+ 6.30	14,509	113.85
11.	St. Louis	2,416.7	2,437.9	0.9	418.5	24.1	34,054	48,703	15,395,910	22,336,994	45.1	1.0627	1.0280	− 3.37	20,843	92.00
12.	Dallas	2,296.0	2,610.6	13.7	386.1	235.2	37,069	52,229	16,361,030	25,354,960	55.0	1.1108	1.1852	+ 6.70	17,987	96.50
13.	Baltimore	2,291.9	2,367.8	3.3	568.3	22.7	32,763	45,319	13,681,848	20,177,095	47.5	.9691	.9457	− 2.47	14,464	93.30
14.	Minneapolis-St. Paul	2,254.5	2,357.5	4.6	54.1	23.2	37,623	55,662	16,197,101	24,863,161	53.5	1.1019	1.1362	+ 3.11	24,388	97.60
15.	Pittsburgh	2,180.6	2,142.7	− 1.7	180.0	11.6	29,950	40,707	11,695,825	15,658,626	33.9	.8850	.8039	− 10.09	15,622	94.00
16.	San Diego	2,140.9	2,395.1	11.9	119.4	354.4	36,672	51,076	13,191,301	21,377,704	62.1	.9764	1.0439	+ 6.91	7,620	92.80
17.	Anaheim-Santa Ana	2,124.0	2,292.3	7.9	27.1	352.8	41,819	57,562	15,352,829	23,510,346	53.1	1.0702	1.0818	+ 1.08	14,954	85.30
18.	Oakland	1,903.2	2,022.0	6.2	283.1	224.5	38,507	53,430	12,671,975	19,325,927	52.5	.9367	.9430	+ 0.67	17,277	94.55
19.	Riverside-San Bernardino	1,896.4	2,196.5	15.8	93.9	395.5	32,016	43,688	10,331,501	17,050,724	65.0	.7712	.8381	+ 8.67	3,588	70.65
20.	Newark	1,880.9	1,881.1	N.C.	419.7	151.4	41,327	58,446	11,219,194	16,211,049	44.5	.8970	.8605	− 4.24	24,693	104.95
21.	Cleveland	1,873.4	1,845.3	− 1.5	350.6	26.3	32,141	45,433	12,133,621	17,194,947	41.7	.8269	.7795	− 6.08	20,866	76.80
22.	Tampa-St. Petersburg-Clearwater	1,870.0	2,091.8	11.9	185.6	101.2	27,879	39,286	11,518,721	18,577,023	61.3	.7945	.8510	+ 7.11	7,535	88.60
23.	Phoenix	1,841.1	2,135.5	16.0	58.5	267.0	30,579	42,942	11,710,860	19,172,834	63.7	.7974	.8789	+ 10.22	10,791	84.20
24.	Miami-Hialeah	1,771.6	1,902.5	7.4	332.1	739.6	30,539	42,360	12,875,757	19,401,234	50.7	.7867	.7871	+ 0.05	6,939	104.65
25.	Seattle	1,719.7	1,819.0	5.8	62.4	34.0	35,754	52,753	11,402,950	17,562,519	54.0	.8259	.8601	+ 4.14	15,752	97.30
26.	Denver	1,635.1	1,822.9	11.5	84.7	178.2	34,827	49,940	11,463,764	17,880,901	56.0	.7907	.8421	+ 6.50	10,293	96.35
27.	San Francisco	1,556.0	1,617.2	3.9	130.2	194.8	40,337	56,242	13,680,421	20,411,438	49.2	.8957	.8834	− 1.39	6,420	135.80
28.	Kansas City, MO-KS	1,497.5	1,546.8	3.3	189.8	35.9	35,332	50,815	10,495,141	15,676,829	49.4	.7040	.7000	− 0.57	13,950	82.10
29.	Cincinnati	1,405.7	1,404.8	− 0.1	177.8	8.2	32,069	47,666	8,521,003	12,657,621	48.5	.5989	.5932	− 0.96	21,067	77.50
30.	Milkwaukee	1,401.0	1,399.7	− 0.1	155.3	35.4	33,402	48,122	7,830,190	11,176,509	42.7	.5994	.5778	− 3.74	17,805	79.00
31.	San Jose	1,393.3	1,483.8	6.5	44.9	273.2	43,910	61,249	10,047,766	15,165,689	50.9	.7145	.7145	N.C.	29,506	96.15
32.	New Orleans	1,348.7	1,428.1	5.9	440.6	52.8	28,870	41,667	7,890,826	11,831,688	49.9	.5362	.5460	+ 1.83	12,435	103.40
33.	Bergen-Passaic, NJ	1,293.4	1,292.2	− 0.1	97.6	107.3	43,449	61,196	10,080,540	14,578,935	44.6	.6939	.6645	− 4.42	16,944	81.35
34.	Colombus, OH	1,288.9	1,325.1	2.8	147.9	8.8	30,887	45,311	8,071,989	12,200,661	51.1	.5500	.5557	+ 1.04	12,291	76.95
35.	Norfolk-Virginia Beach-Newport News, VA	1,288.4	1,379.6	7.1	365.0	22.1	32,770	46,558	7,359,139	11,294,022	53.5	.5178	.5300	+ 2.36	7,482	81.60
36.	Sacramento	1,266.4	1,414.8	11.7	69.8	135.1	32,555	44,326	8,088,460	12,785,156	58.1	.5660	.5911	+ 4.43	2,597	72.05
37.	San Antonio	1,209.2	1,332.6	10.2	86.7	620.3	30,873	43,447	6,723,486	10,202,282	51.7	.4692	.4881	+ 4.03	6,054	73.20
38.	Indianapolis	1,208.6	1,241.2	2.7	170.5	9.5	32,561	48,701	8,092,281	12,356,422	52.7	.5321	.5436	+ 2.16	11,254	72.05
39.	Fort Worth-Arlington	1,175.5	1,362.7	15.9	131.7	99.8	34,980	49,051	7,687,309	11,972,601	55.7	.5326	.5769	+ 8.32	9,327	80.15
40.	Fort Lauderdale-Hollywood-Pompano Beach	1,159.1	1,283.9	10.8	140.9	49.8	33,002	46,519	8,663,577	13,912,522	60.6	.5724	.6087	+ 6.34	3,007	91.40
41.	Portland, OR	1,149.3	1,180.6	2.7	32.0	26.3	30,905	48,829	7,441,991	11,590,186	55.7	.5040	.5310	+ 5.36	9,823	65.65
42.	Hartford-New Britain-Middletown-Bristol, CT	1,075.4	1,095.7	1.9	80.2	46.8	39,419	54,722	7,439,951	10,887,815	46.3	.5267	.5093	− 3.42	11,168	91.35
43.	Charlotte-Gastonia-Rock-Hill, SC-NC	1,049.0	1,116.1	6.4	220.0	8.5	30,258	43,522	6,611,375	10,300,186	55.8	.4390	.4540	+ 3.42	10,644	83.20
44.	Salt Lake City-Ogden	1,044.2	1,159.4	11.0	9.9	51.2	29,840	43,502	5,178,783	7,978,501	54.1	.3771	.4005	+ 6.21	8,646	77.75
45.	Rochester, NY	1,001.1	1,027.0	2.6	87.0	21.7	35,463	47,602	5,556,505	7,966,744	43.4	.4347	.4122	− 5.46	12,617	84.20
46.	Oklahoma City	984.4	1,096.5	11.4	89.3	22.4	31,074	43,750	7,497,305	11,701,298	56.1	.4525	.4773	+ 5.48	5,618	77.35
47.	Buffalo	982.7	953.6	− 3.0	108.4	15.2	30,866	39,439	5,140,729	6,918,876	34.6	.3911	.3434	− 13.89	7,990	74.70
48.	Louisville	971.0	978.0	0.7	124.4	6.0	30,290	45,713	5,580,056	8,308,219	48.9	.3931	.3946	+ 0.38	14,092	72.15
49.	Monmouth-Ocean, NJ	946.2	1,028.3	8.7	60.5	28.0	39,186	55,514	5,996,481	9,460,110	57.8	.4553	.4767	+ 4.70	3,181	N.A.
50.	Middlesex-Somerset-Hunterdon, NJ	934.3	974.1	4.3	51.0	48.2	43,853	61,302	6,411,582	9,619,942	50.0	.4711	.4682	− 0.62	16,032	N.A.

Notes: Average Household EBI is calculated by dividing the number of households into total EBI. **Effective Buying Income (EBI)** is personal income less tax and nontax payments. The resultant figure is commonly known as "disposable personal income." The **Buying Power Index (BPI)** is a weighted index that combines population, Effective Buying Income, and retail sales, expressing it as a percentage, which indicates a market's ability to buy. All BPI figures are expressed as a percentage of the U.S. total (100.0000). **Effective Buying Income and Retail Sales** projections are expressed in current dollars. **Manufacturing Shipments** shows the dollar output of all manufacturing establishments with 20 or more employees located in the metro in question. **Per-diem Meal & Lodging Costs** shows the total one-day cost for a single room (excluding local taxes) and three meals, icluding a 12.5% tip

N.A.—Data not available. **N.C.**—No change.

Source: Sales and Marketing Management's *1986 Survey of Buying Power, Parts I and II, 1986 Survey of Selling Costs*, and *1986 Survey of Industrial & Commercial Buying Power*

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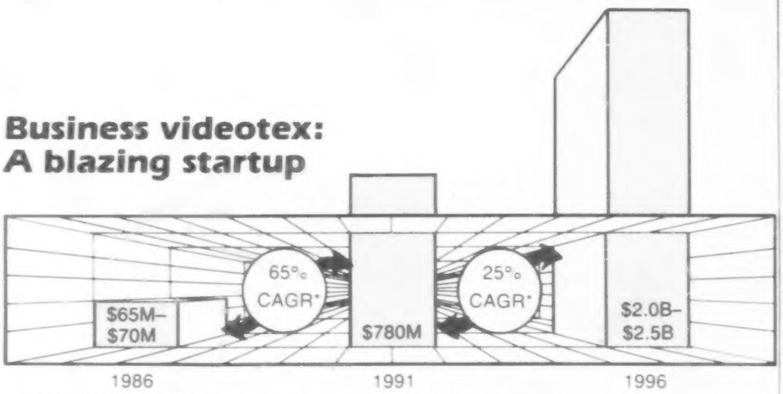
THE NATION'S TOP 100 MARKETS

Rank	Metro Area	Total Pop. (Thous.)		% Change	Racial & Ethnic Pop. (Thous.)		Average Hshld. EBI		Total Retail Sales ($000)		% Change	Buying Power Index (BPI)		% Change	1985 Manufacturing Shipments ($M.)	Per diem Meal & Lodging Costs
		1985	1990	1985-90	Black	Hispanic	1985	1990	1985	1990	1985-90	1985	1990	1985-90		
51	Memphis	932.8	943.6	1.2%	380.6	9.1	$28,471	$42,108	$6,100,527	$9,105,820	49.3%	3775	3767	0.21%	$8,094	$71.30
52	Dayton-Springfield, OH	927.5	910.7	1.8	121.9	6.6	31,591	46,923	5,393,776	7,846,495	45.5	3922	3818	2.72	7,591	64.35
53	Birmingham	922.1	951.3	3.2	258.6	6.0	26,895	38,344	4,491,199	6,558,926	46.0	3395	3349	- 1.37	4,929	79.40
54	Nashville	910.7	959.8	5.4	147.8	6.9	31,366	46,967	5,686,318	8,762,603	54.1	3865	4030	+ 4.27	8,366	76.05
55	Greensboro-Winston Salem-High Point, NC	902.1	942.7	4.5	179.1	6.3	29,858	43,023	5,478,379	8,362,388	52.6	3747	3811	+ 1.71	13,629	77.30
56	Providence-Pawtucket-Woonsocket, RI	885.2	899.3	1.6	28.9	20.3	32,684	46,859	5,079,236	7,549,121	48.6	3714	3657	- 1.56	11,568	92.55
57	Orlando	864.1	1,010.4	16.9	118.9	34.1	30,731	42,975	6,112,833	10,211,967	67.1	3815	4248	+ 11.35	2,932	92.15
58	Albany-Schenectady-Troy	861.3	883.1	2.5	33.8	9.8	32,824	44,668	4,997,866	7,216,928	44.4	3669	3513	- 4.44	6,176	77.65
59	Honolulu	828.2	883.6	6.7	16.5	61.8	39,762	56,425	5,017,488	7,778,512	55.0	3588	3685	+ 2.70	3,528	105.90
60	Bridgeport-Stamford-Norwalk-Danbury, CT	820.2	832.1	1.5	72.5	47.9	50,733	71,628	6,593,688	9,701,422	47.1	4748	4627	- 2.61	12,184	95.75
61	Jacksonville, FL	817.6	899.8	10.1	185.6	16.1	29,536	41,379	4,799,099	7,294,615	52.0	3337	3453	+ 3.48	3,683	78.10
62	Richmond-Petersburg, VA	813.0	858.2	5.6	236.5	7.6	33,752	47,895	5,170,421	7,808,329	51.0	3535	3546	+ 0.31	12,039	N.A.
63	New Haven-Waterbury-Meriden, CT	773.5	784.0	1.4	73.5	29.0	38,686	54,743	4,949,886	7,286,341	47.2	3671	3580	- 2.54	8,189	79.80
64	Tulsa, OK	745.3	822.3	10.3	58.5	11.1	29,971	40,599	4,342,077	6,075,230	39.9	3081	3066	- 0.49	7,166	72.05
65	Scranton-Wilkes-Barre, PA	735.6	739.4	0.5	5.1	3.2	26,258	37,465	3,711,056	5,341,505	43.9	2718	2625	- 3.54	5,802	N.A.
66	West Palm Beach-Boca Raton-Delray Beach	730.5	864.6	18.4	107.3	39.7	34,792	49,417	5,436,353	9,378,835	72.5	3713	4245	+ 14.33	3,521	82.50
67	Austin	690.1	833.9	20.8	67.9	139.8	33,259	47,144	4,428,322	7,202,736	62.7	3079	3504	+ 13.80	3,209	98.95
68	Syracuse, NY	663.5	682.0	2.8	34.0	6.3	33,798	46,301	3,536,188	5,117,757	44.7	2744	2641	- 3.90	6,150	80.95
69	Worcester-Fitchburg-Leominster, MA	662.9	677.0	2.1	10.2	15.2	34,380	47,790	3,905,423	5,741,866	47.0	2873	2790	- 2.97	6,490	89.70
70	Allentown-Bethlehem, PA	656.8	673.9	2.6	10.2	16.7	31,907	44,786	3,798,948	5,544,706	46.0	2785	2721	- 2.35	10,813	N.A.
71	Akron	648.4	634.7	- 2.1	61.8	3.5	30,647	42,943	3,676,403	5,165,450	40.5	2650	2470	- 7.29	5,171	74.15
72	Gary-Hammond	643.1	636.6	- 1.0	132.8	47.8	30,209	38,901	3,683,978	4,989,849	35.4	2510	2241	- 12.00	7,694	N.A.
73	Tucson	634.6	724.8	14.2	17.5	146.3	26,071	34,159	3,305,023	4,894,028	48.1	2415	2475	+ 2.48	2,041	83.55
74	Grand Rapids, MI	633.1	659.8	4.2	36.3	15.8	34,432	53,258	3,979,479	6,285,446	57.9	2773	2946	+ 6.24	8,104	75.35
75	Raleigh-Durham, NC	632.9	695.5	9.9	171.1	5.5	32,521	47,482	3,973,862	6,480,913	63.1	2763	2993	+ 8.32	5,350	N.A.
76	Toledo	617.9	615.3	- 0.4	67.3	17.2	31,531	46,155	4,436,876	6,502,607	46.6	2760	2700	- 2.22	11,365	83.25
77	Omaha	612.4	634.9	3.7	47.3	13.0	35,607	53,475	3,837,235	5,914,812	54.1	2785	2883	+ 3.52	4,826	67.80
78	Greenville-Spartanburg, SC	609.1	642.0	5.4	107.9	4.8	25,877	35,698	3,454,645	5,177,836	49.9	2290	2283	- 0.31	8,733	N.A.
79	Oxnard-Ventura, CA	609.0	679.2	11.5	11.9	145.8	40,686	56,826	3,229,516	5,222,985	61.7	2656	2835	+ 6.74	2,044	85.05
80	Knoxville, TN	599.0	625.2	4.4	37.0	4.1	26,522	38,731	4,163,316	6,392,069	53.5	2480	2536	+ 2.26	5,901	N.A.
81	Springfield, MA	586.1	589.1	0.5	34.3	25.6	31,116	42,367	3,785,230	5,401,036	42.7	2486	2342	- 6.15	5,424	75.45
82	Fresno, CA	578.8	637.3	10.1	27.4	189.9	32,010	44,022	3,071,465	4,552,917	48.2	2325	2376	+ 2.19	1,745	77.35
83	Harrisburg-Lebanon-Carlisle, PA	578.8	597.4	3.2	38.0	6.7	31,680	45,575	3,804,955	5,733,887	50.7	2548	2553	+ 0.20	4,989	78.70
84	Las Vegas	554.2	635.3	14.6	59.5	42.1	29,475	42,776	4,102,066	6,845,896	66.9	2519	2816	+ 11.79	521	85.80
85	Baton Rouge	554.1	608.5	9.8	160.9	9.3	30,824	44,499	3,150,863	4,821,509	53.0	2192	2311	+ 5.43	11,004	N.A.
86	Jersey City, NJ	552.9	548.6	- 0.8	73.5	170.1	28,912	40,075	2,605,408	3,713,858	42.5	2118	1991	- 6.38	6,863	81.35
87	El Paso	545.5	604.4	10.8	22.0	375.1	28,130	38,941	2,466,303	3,642,753	47.7	1797	1841	+ 2.45	3,921	N.A.
88	Wilmington, DE	542.1	556.2	2.6	80.1	10.0	36,729	52,953	3,456,960	5,123,692	48.2	2457	2442	- 0.61	6,920	95.15
89	Tacoma, WA	521.9	553.9	6.1	32.0	13.8	26,409	33,519	2,723,017	3,992,049	46.6	1947	1863	- 4.51	2,022	N.A.
90	Youngstown-Warren, OH	516.2	499.4	- 3.3	56.6	6.8	30,529	43,548	2,786,870	3,886,250	39.4	2068	1925	- 7.43	6,344	N.A.
91	Little Rock-North Little Rock	505.0	529.6	4.9	100.8	4.3	30,495	44,370	2,934,667	4,460,165	52.0	2048	2089	+ 2.00	3,287	71.20
92	New Bedford-Fall River-Attleboro, MA	492.9	508.8	3.2	8.5	11.4	29,644	40,572	3,399,546	5,014,318	47.5	2091	2033	- 2.85	4,959	73.00
93	Charleston, SC	490.2	537.7	9.7	153.8	7.4	26,982	37,649	2,517,907	3,846,741	52.8	1746	1805	+ 3.38	2,649	N.A.
94	Bakersfield, CA	475.8	541.9	13.9	24.2	115.0	32,244	44,285	2,676,721	4,214,394	57.4	1946	2069	+ 6.32	992	N.A.
95	Mobile, AL	473.8	498.0	5.1	141.2	4.9	27,581	41,527	2,524,239	3,965,974	57.1	1774	1864	+ 5.07	2,908	N.A.
96	Lake County, IL	472.6	500.7	5.9	32.1	26.1	46,182	66,111	2,875,529	4,427,254	54.0	2304	2364	+ 2.60	3,620	N.A.
97	Albuquerque	470.2	515.1	9.5	10.7	182.4	28,376	39,326	2,851,352	4,383,857	53.7	1907	1968	+ 3.20	1,704	74.25
98	Johnson City-Kingsport-Bristol, TN-VA	449.0	460.0	2.4	9.6	2.3	25,637	37,450	2,372,652	3,571,256	50.5	1644	1647	+ 0.18	4,411	N.A.
99	Columbia, SC	443.2	472.6	6.6	128.1	5.8	31,222	46,689	2,406,219	3,821,814	58.8	1765	1878	+ 6.40	2,495	N.A.
100	Flint, MI	440.0	427.5	- 2.8	83.1	8.1	30,297	38,934	2,775,821	3,738,077	34.7	1819	1602	- 13.55	10,932	N.A.

organizational structures and motives must be dynamic and flexible enough to facilitate orderly growth and to manage change in a constructive fashion; and five, information processing staff and management exist to facilitate the use of information processing.''



Business videotex: A blazing startup

*Compound annual growth rate
Source: Gartner Group, *Corporate Videotex Strategies Guide, Part II*
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Corporate videotex takes off

While the consumer market slumbers, corporate videotex sales will skyrocket 65% a year between now and 1991, according to a new study by the Gartner Group, a Stamford, CT, hi-tech research firm. Growth will then moderate to an annual 25% clip, creating a $2 billion–$2.5 billion market by 1996, says Gale Withey, videotex program director.

Some 350 business videotex systems will be in place by the end of the year, Withey says, adding ''the number could jump to 6,500 by the end of 1991. We expect roughly three-fourths of all Fortune 500 companies to have systems in place by the end of next year.'' Fuelling the growth: The need for better communications, clearly observable benefits such as training and increased vendor marketing.

While corporate videotex currently is a big company phenomenon, Withey expects smaller firms to start deriving benefits as prices decline and applications become widespread. Once the young market begins to develop definable niches, she says, selling applications will become the fastest-growing trend, first at the in-house level, such as enhancing salespeoples' product knowledge, and then at the vendor-customer level, such as for placing orders.

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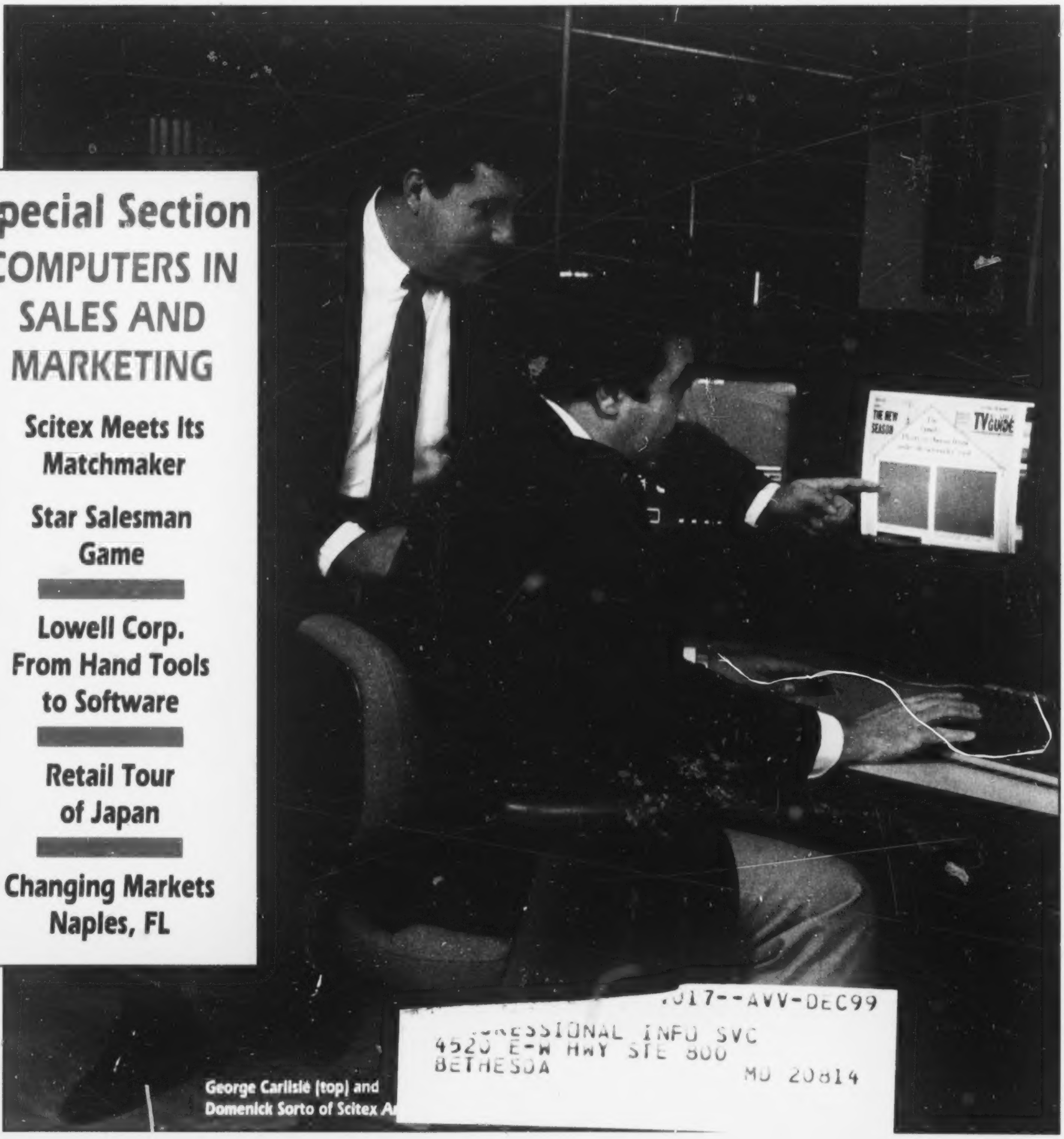

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COMPUTERS IN SALES AND MARKETING

Scitex Meets Its Matchmaker

Star Salesman Game

Lowell Corp. From Hand Tools to Software

Retail Tour of Japan

Changing Markets Naples, FL

George Carlisle (top) and
Domenick Sorto of Scitex A

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Cover:
As the industry recovers from the fallout of the last few years, one of the strongest areas to emerge from the melee has been PCs and, more specifically, the use of PCs in sales and marketing. What made this end of the business a veritable fallout shelter? See this month's Special Section, beginning on page 75.

Cover produced by Scitex America, a computer imaging company.

Photo: Sarah Putnam

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says. "I may want to give a prospect a reference he can call about a certain product."

The "remarks" that take up the next eight lines, 13–20, summarize the results of a sales call and form the basis of periodic account reports to his principals. They're followed by three lines, 21–23, of private information Pitlak doesn't want included in a contact report, such as a buyer's home phone number or comments made in confidence.

The remaining lines, 24–27, are data fields that are automatically calculated by the PC and used for presenting tabular, graphic, or forecast data.

Once Pitlak keys the prospect/customer information into his database, he uses his templates to organize, extract, and format what he needs to plan his sales activities. A short form, "Current prospects list," alerts him to leads requiring a follow-up.

This information is vital for Pitlak because his selling cycle is usually 6–8 months and sometimes as long as two years, due to the high-ticket laser equipment he sells that has a low per-call sales probability. The manufacturing concerns, government research labs, and universities he calls on in Arizona, California, and Nevada, he notes, "are usually waiting for funding at the time of my visit, so I need a system to track them and avoid lost opportunities."

When it comes to preparing the principals' account reports, Pitlak says, "Sellflex pays off dividends. All I do is load a template that commands the PC to search for those reports in which the 'last contact' is today's date, and print them." He sums up: "I make my money in front of a customer, not from preparing reports."

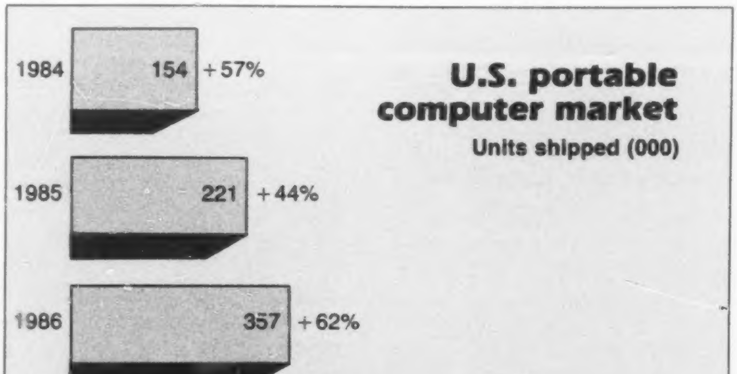
PORTABLES ON THE DOUBLE

No longer an oddity, portable PCs (also known as laptops, kneetops, or briefcase size) will "soon become a significant market," predicts Abbi Lawrance, microsystems research analyst with InfoCorp, a leading Cupertino, CA, hi-tech research firm. "They're replacing hand-held terminals and will begin to eat into the desktop market," she told clients at the firm's recent annual briefing seminar.

Shipments in the 1986–91 timeframe will soar 76% a year, Lawrance projects, but the market's high- and low-price segments will grow at sharply contrasting rates: models priced less than $1,000 will post a compound annual growth rate of better than 100%, while those in the $1,000–$6,000 category will make do with just under 50%.

Behind the explosive growth "is the gradual elimination of constraints that held back sales in the past," she says, ticking off the following improvements:

- "Display quality: Not good in the past, is becoming very good.
- "Functionality: Portables couldn't do a lot before, can now be upgraded.
- "Weight: Once very heavy, they're slimming down to 9–10 pounds.
- "Software availability: Very limited before, not so much of a problem now. We'll see a lot more application-specific programs, such as for the sales area, in the near future.
- "Desktop compatibility: Less progress here, but some portables with external drives can download from desktops.
- "Prices: Yesterday's very high price tags keep coming down. Data General's DG/One, introduced last year at $4,000, now goes for $1,995.
- "Battery life: Now as much as 10 hours on some models. Will need further improvements as we add more functions to portables."



Source: InfoCorp ©Sales and Marketing Management

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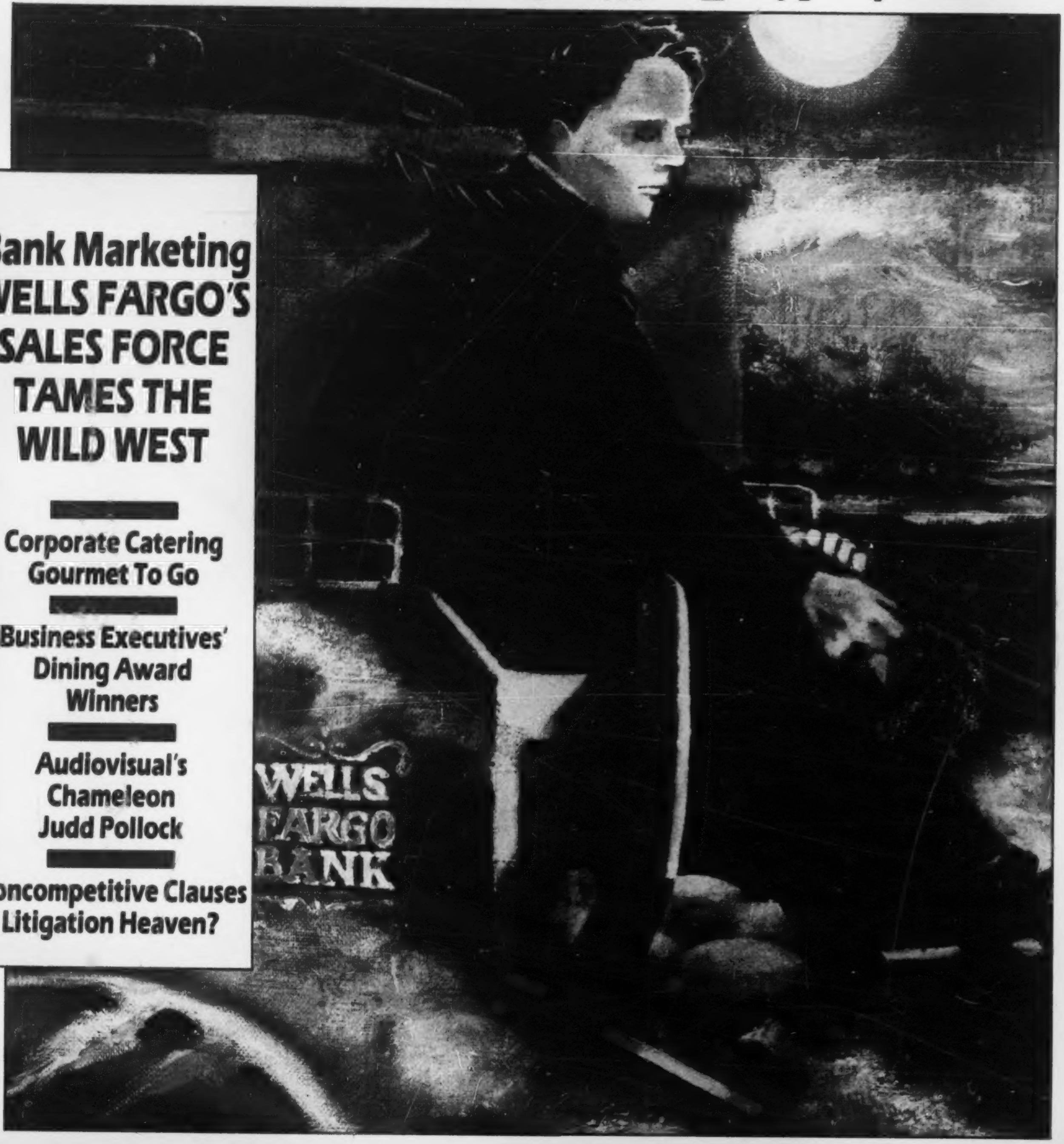

Bank Marketing WELLS FARGO'S SALES FORCE TAMES THE WILD WEST

Corporate Catering
Gourmet To Go

Business Executives' Dining Award Winners

Audiovisual's Chameleon Judd Pollock

Noncompetitive Clauses
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Established 1918

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BANK

Cover:
Aggressive selling? Commissions? At a bank? Concepts that were considered taboo at top financial institutions just a few years ago are now the hot words in a deregulated banking industry that invites out-of-state competition and encourages K mart to peddle CDs. Page 38.

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VOL. 138, NO. 1 S&MM **Sales and Marketing Management** ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright © 1987 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52. (U.S.) Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales and Marketing Management*, Subscription Service Department, P.O. Box 1024, South Eastern, PA 19398-9990. Member of the Audit Bureau of Circulations, Association of Business Publishers and Magazine Publishers Assn.

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costs 25¢ cents an hour per unit to operate and can save users the $22,000 average salary normally paid to a computer-terminal or switchboard operator. Because of this, he says, the Infobot system is guaranteed to pay for itself within six months; one user (Federal Express) reports that the system paid for itself in just 11 days.

The biggest payoff for most users, however, has been the drop in customer complaints about being put on hold. With Syntellect, customers calling to check on their bank balances or credit limits can receive this information directly by hitting certain keys on their touch-tone telephones, instead of being put on hold and "entertained" ad nauseam by Muzak or local AM radio stations.

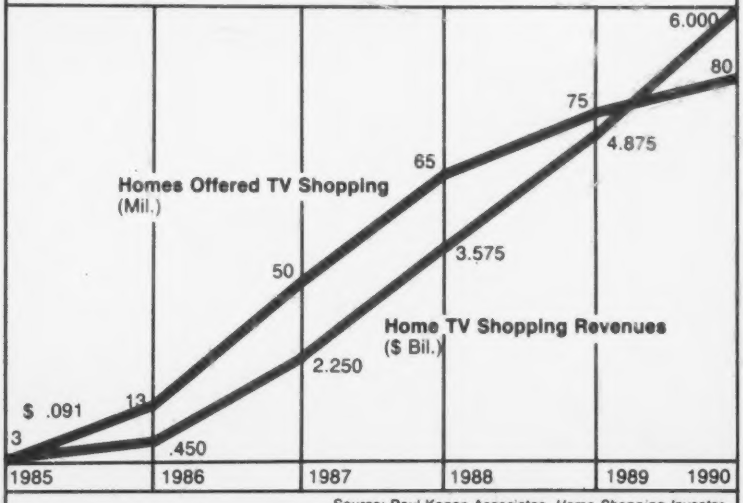
S&MM's second annual PC forecast

Las Vegas dream gets no respect

The euphoria PC vendors were caught up in at their annual Comdex blowout in Las Vegas last November gets little support from the research firms they rely on for strategic advice. Their consensus forecast, in *Sales and Marketing Management's* second annual PC outlook roundup, calls for a 15.8% increase in 1987 unit shipments in the U.S. market, virtually unchanged from last year's 15.6% rise. The plateau will intensify market-share wars, bankrupt many vendors whose margins are wafer-thin,

Market highlight

TV home shopping: Retail's hottest pitch



Source: Paul Kagan Associates, *Home Shopping Investor*

With Sears and several other major retailers testing this latest wrinkle in electronic retailing, TV home shopping will quadruple its sales volume to more than $2 billion this year, according to Paul Kagan Associates, Carmel, CA. Cable operators, desperate for new revenue sources as subscribers resist premium pay services, will latch on to the new sales medium, raising the number of TV shopping homes to 50 million (vs. 13 million last year).

and spur the search for market niches where no one contender is dominant.

Of course, each research firm has its own parameters for measuring PC shipments. Gartner Group, for example, tracks single-user PCs, while the Yankee Group monitors business-type desktops. Thus, year-to-year percentage changes mirror industry conditions more faithfully than shipment totals.

Among the significant trends to watch in 1987:

1. Clones—The IBM look-alikes fattened their share of the IBM-and-compatibles market from 48.7% in 1985 to 56.8% last year, according to Jan Lewis editor of *Computer Insider*. Lewis thinks the debut of an IBM "clone-killer" this year may stop market erosion.

2. 386s—The new-generation machines will be gobbled up by power junkies hooked on computer speed, but overall market impact will be limited. As Dataquest analyst Peter Tiege notes, corporate buyers will await IBM's move.

3. Distribution shakeup—The Hyundai-made $699 IBM clone marketed by Blue Chip Electronics (see page 26) through mass merchandisers will enhance this channel's importance, says John McCarthy, research manager of Forrester Research, Boston, and "pose a serious challenge to computer dealers at the low end of the market."

Direct marketing

Shop at home and save

Catalogue retailers report that sales this winter are up nearly 40% over last year. The reason, say marketers, is the ever-increasing segment of working mothers.

GRI Corp., a Chicago-based direct marketing firm, is poised to catch the current buy-at-home fever. Although not a catalogue company, GRI markets consumer products such as cosmetics, groceries, and other household goods through continuity clubs, in which members receive selected items every seven to eight weeks. To get started, customers are offered their first package for a nominal fee, with follow-up packages delivered on a regular schedule.

After reporting losses in both 1984 and 1985, GRI is now back in the black as of 1986, with revenues exceeding $65 million.

Most of GRI's customers, says Rubin, are women looking for

As sales plateau

	Units Shipped (000) 1987	Units Shipped (000) 1986	% Gain 1986-87
Research Firm			
Dataquest	7,900	7,100	+11.3%
Gartner Group	5,100	4,300	+18.6
InfoCorp	6,832	5,468	+24.9
International Data Corp.	7,414	6,633	+11.8
Link Resources	8,682	7,814	+11.1
Yankee Group	7,400	6,100	+21.3
Average	**7,221**	**6,235**	**+15.8**

. . . business market lags

	1987	1986	% Gain 1986-87
Market Sector			
Business	3,482	3,254	+ 7.0%
Home	4,386	3,881	+13.0
Education	814	679	+19.9

Source: Link Resources

. . . and clones peak

	1987	1986	% Gain 1986-87
IBM	1,500	1,360	+10.3%
Clones	2,060	1,790	+15.3

Source: Palo Alto Research Group

Research firms' consensus 1986 forecast of 15.4% rise was remarkably close to actual 15.6% gain. Clones' phenomenal 60% upsurge in 1986 will fall off dramatically this year.

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"In a period of about one hour we developed a mini P&L containing all the necessary variables. Then, we played 'what if,' inserting the changes on our PCs and seeing the resulting P&L. Forty-five minutes later we had results in hand and a best option to proceed with."

The senior manager is the key to how useful the PC will be for marketers, Kelliher stressed. "The senior manager must see how the PC will help his people and then set the pace. He must make sure that the EDP system is set up to serve the user and not the computer professionals, and that support personnel are available all the time to answer questions. He must also make sure that those who avoid using the computer will know they'll soon be left behind."

Computer highlight

Why PC sellers think small

While one out of four establishments had a PC at year-end 1985, the penetration by size of unit shows a remarkable range. According to the Gartner Group's COMTEC Market Research Program, the high-end market (establishments with 1,000 or more employees) is saturated, with 96% penetration, but only 18% of the units with less than 10 employees have acquired their first PC.

"Big business views computerization as high priority," says COMTEC publisher Richard Cryer, "and looks on the PC as a productivity tool for the professional white-collar worker." Based on interviews with 35,000 executives from 8,000 companies, Cryer estimates there are 5.4 million PCs in the total universe of 6.6 million non-farm, non-residential establishments. He forecasts that in the

PC Penetration . . .

By establishment size

Number of employees	% with PCs
0-9	18%
10-19	35
20-49	45
50-99	51
100-249	62
250-499	80
500-999	89
1,000 or more	96

. . . industry

Industry sector	% Penetration
Banking, finance, insurance	48%
Engineering, legal, consultants	41
Manufacturing:	
Goods, materials	28
Equipment, machinery	40
Education	34
Government	30
Social and religious organizations	23
Transportation, utilities	22
Wholesale trade	22
Mining, construction, contracting	21
Auto dealers, hotels, real estate	15
Retail trade	13

. . . and in the office

Equipment	% of Total Equipment 1986	1980
PCs	39.0%	9.5%
Terminals	22.0	47.6
Word processors*	18.0	8.8
Copiers**	18.0	31.3
Fax & telexes	3.0	2.8

*Includes electronic typewriters.
**Includes duplicators and printing devices.

Source: Gartner Group, *COMTEX Personal Computer Market Report: Third Wave*
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1986–87 period, 240,000 PCs will be scrapped and an additional 2.3 million will be bought.

The ubiquitous PC is now the most prevalent office automation tool, accounting for 39% of the installed base of such devices vs. 22% for terminals, the previous leader.

This year's PC hot button: Desktop publishing

The PC industry's buzzword this year will be desktop publishing (DTP). Once a marketing hype of Apple Computer as that company tried to win corporate acceptance for its Macintosh, DTP growth is now spurred by: (1) cheaper laser printers and scanners, (2) economical graphics software, and (3) the natural tendency of PC users to find new applications for their machines.

Ajit Kapoor, Dataquest's director of electronic publishing market analysis, chaired a recent seminar given by the San Jose research firm on DTP and notes that "just as data processing marked the 1960s and text/word processing the 1970s, so will image processing characterize the 1980s. Whether you call it PC-based publishing, desktop publishing, or office publishing, the underlying message is that PCs are becoming powerful enough to do data-intensive image assembly."

Sales departments are targeted as good prospects by vendors of DTP configurations. Their reasoning: PC-based DTP gives sales executives in-house capability for generating such things as newsletters sent to customers/prospects, on-demand sales presentations, complex bid proposals, price list changes, product and promotion literature, and manuals (especially where frequent updates are required).

However, a couple of hurdles confront sales departments anxious to exploit DTP. For one thing, corporate in-house print shops will resist losing part of their turf, just as MIS departments fought sales departments acquiring their own PCs. For another, most of the text, data, and graphics is currently stored on IBM PCs or mainframes, and not all DTP configurations can communicate with those machines.

Also in question is IBM's strategy for DTP. Last July, Big Blue targeted the DTP market when it created Publishing Systems as a new independent business unit, with its own board of directors and authority to make and implement business decisions. Merry L. Quackenbush, IBM's director of media industry and publishing systems, speaking at the Dataquest seminar, said the new unit will issue "a statement of directions" and release its first new products this month.

Not everyone is convinced the DTP era has arrived. Analyst Jean Buffham, of International Resource Development, Norwalk, CT, dubs it "glorified word processing" and insists that DTP will be held back until the output resolution of laser printers is lifted from today's 300 dpi (dots per inch) to at least 1,000.

DTP's rosy future

Units Shipped	1986 (000)	1987 (000)	1990 (000)
PCs	37	220	1,983
Laser printers	12	133	767
Scanners	2	36	670
Software	37	203	1,556
Unit Total	88	592	4,976
System Revenue ($Mil.)	$147.1	$748.9	$4,884.5

Source: Dataquest, Electronic Publishing Market Analysis service.

Order errors cut by Apple's Mac

Besides speeding up the order-processing cycle, the PC also removes the errors inherent in handwritten orders, Gerald T. Devlin, sales support director, Apple Computer, told the Conference Board's recent annual marketing conference. Tackling what Devlin calls the "under-recognized problem of the back and forth necessary when sales orders are written up with mistakes," the Cupertino, CA, computer company will install "an on-line order form, whereby the sales representative calls up the form on his Macintosh screen.

"As he enters each item, the system automatically fills in the correct price and extends the figure to show the line total. It alerts him if he errs in the parts number, say, or the date. When he's got all the items entered, the system computes the total, adding the appropriate tax and shipping and handling costs, and shows him the grand total. He then goes on AppleLink—the company's internal communication network that links headquarters, field sales, dealers, and major customers—and in five minutes the order is on file."

Noting that AppleLink was developed primarily as a sales support tool, Devlin said it's helping the company's transition to a team-selling approach by speeding up communications between the salesperson, sales support analyst, marketing support rep, and systems engineer. "The system paid for itself in the first nine or ten months," he said.

Bytes

Reality Technologies, Philadelphia, introduces Business Strategist, application software that uses simulation techniques to model business operations and marketing strategies. President Mark Goldstein claims it's "the first time such simulation has been available for PCs." Reality also provides case histories of leading competitors for five industries: computers, oil and gas, breweries, automobiles, and pharmaceuticals. It hopes to develop 60 more this year. The software runs on IBM PC/XT or AT and compatibles and requires 384K memory and PC-DOS 2.0 or higher. Cost: $249.95.

National Brand Scanning, New York City, now provides on-line access to its database of retail scanning data collected from 1,000 supermarkets in 16 ADI (Areas of Dominant Influence) TV markets. The company hopes to have 1,200 outlets in 35 major ADIs signed up by year's end, says Dr. Melvin Prince, vice president of research and technical services.

Thayer C. Taylor, Senior Editor

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Sales and Marketing MANAGEMENT

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The Big Payoff

COMPUTERS
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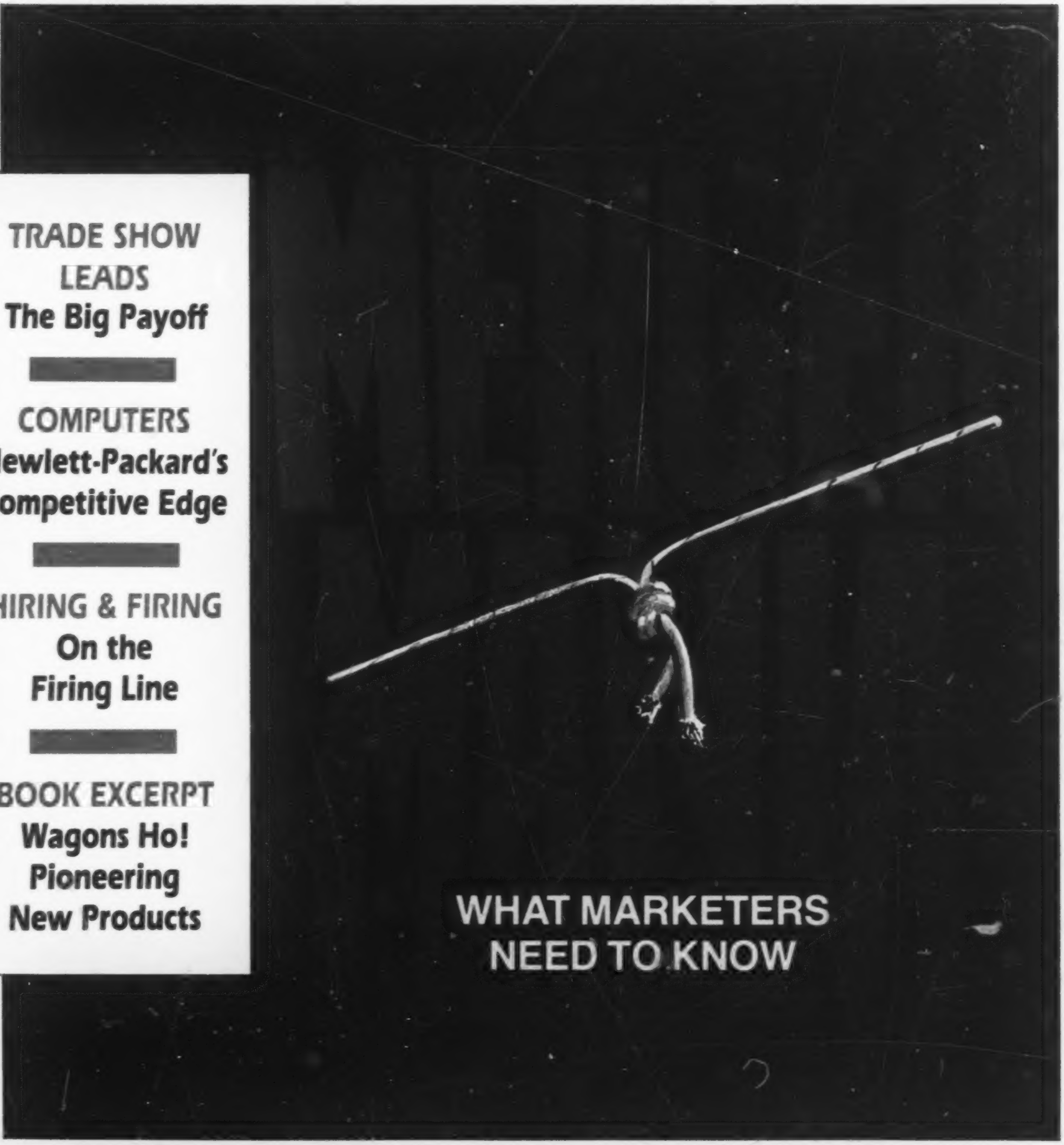
HIRING & FIRING
On the Firing Line

BOOK EXCERPT
Wagons Ho! Pioneering New Products



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Cover:
In today's climate of corporate mergers, takeovers, and leveraged buyouts, the question for the average sales executive is not "Who are we selling *to*?" but "Who are we selling *for*?"

Cover illustration: Frank Sargenti

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Sales Management

S&MM salesgraph

Industrial marketers: Call off the funeral

Industrial marketers can count on 1987 marking the fifth straight year of rising manufacturing industry shipments, according to the U.S. Commerce Dept.'s annual *1987 Industrial Outlook* report. Despite the dirges being tolled for manufacturing, 70% of the 219 industries covered in the report will produce more this year (in real terms) than last year, the highest percentage since 1978. All told, the report adds, the median value of industry shipments this year will rise 2%, comfortably better than the long-term 1.3% growth for the 1972–87 period. That means marketers selling to businesses can expect bigger orders this year.

The healthy manufacturing forecast stems partly from the Commerce Dept.'s robust 1987 economic forecast. The *Outlook* predicts a 4.2% surge in real GNP, significantly stronger than the 3.7% projection contained in the President's budget. Private economists, as polled by the *Blue Chip Economic Indicators* newsletter, see a more modest 2.5% uptick.

At $24, the 690-page report is a bargain for medium- and small-size companies, providing a wealth of statistics and interpretative profiles of 350 individual industries that bigger companies pay researchers thousands of dollars to gather. The report also contains the names and phone numbers of the department's industry experts who can be tapped for help.

1987's 10 best. . .

SIC	Industry	1987 Shipments ($ Bil.)	% Increase 1986-87
3674	Semiconductor devices	$35.962	+26.5%
3675	Electronic capacitors	1.638	+11.5
3832	Optical devices & lenses	6.514	+11.0
3693	X-ray apparatus	5.577	+10.9
3825	Elect. measure. devices	7.109	+10.0
3465	Automotive stampings	17.760	+ 9.4
3842	Surgical appliances	8.180	+ 8.8
2891	Adhesives & sealants	4.265	+ 8.3
2492	Particleboard	.995	+ 8.2
3761	Missiles & space vehicles	16.232	+ 8.0

and 10 worst

SIC	Industry	1987 Shipments (Bil. $)	% Decline 1986-87
3511	Turbine generator sets	$ .385	−62.4%
3541	Metal-cutting machines	2.722	−13.2
2661	Bldg. paper/board mills	.450	−10.0
3441	Fab. structural metals	8.160	− 8.0
3544	Special dies/tools/jigs	6.517	− 7.5
2793	Photoengraving	.139	− 7.3
3711	Vehicles & car bodies	93.904	− 7.1
3944	Games & toys	3.737	− 6.6
3542	Metal-forming machines	1.124	− 6.3
3149	Footwear, n.e.c.	.478	− 6.1

SIC: Standard Industrial Classification
n.e.c.: Not elsewhere classified
Note: Shipments and percent changes in terms of constant (1982) dollars
Source: U. S. Commerce Dept., International Trade Administration, *1987 Industrial Outlook: Prospects for Over 350 Industries*

Forecasting

Amperif tolerates no surprises

If there's anything worse than a no-sale at Amperif, a Chatsworth, CA, manufacturer of data storage systems for mainframe computers, it's an unexpected sale. A salesperson there can get in just as much trouble for a sale that wasn't forecast as he can for not saying he's going to lose a sale.

The unforecasted sale throws a curve in projections and skews the company's five-year plan, the heartbeat of its operations, says Amperif management. The plan, which details everything from market conditions to projected sales, inventory, production, shipping dates, and cash flow, is analyzed on a daily basis, reviewed monthly, revised quarterly, and rewritten annually.

Over the past three years, the company has come within 3% of its objectives. Revenues—$38 million this year, up from $23 million in 1985—have grown by 70% over the past two years, and Amperif COO Donald Orr projects sales of $175 million by 1990.

The realization of this goal, says Orr, will be determined by the company's basic operating rule—no surprises—which is why sales progress is closely monitored and unanticipated sales are frowned upon. Unfortunately, says Orr, forecasting is a weak area for most new sales hires.

Amperif's Zinsll (l.) and Orr (r.) flank CEO Keith Tattersall.

[redacted]

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1987

S&MM
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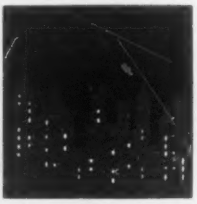

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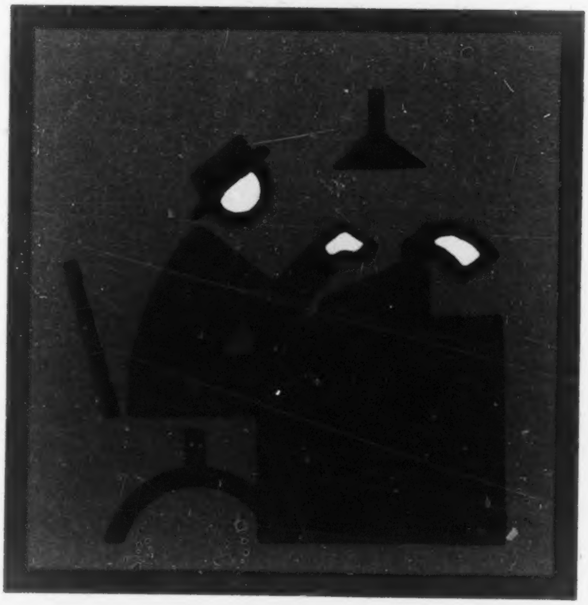

SURVEY FEATURE

From a reporter to a source: A new Survey of Selling Costs

By Richard Kern,
Editorial Director, S&MM Surveys

For 15 years now, S&MM's *Survey of Selling Costs* has been providing its readers with a distillation of the kind of cost-related data that managers, meeting planners, and budgeters need to keep them apprised of year-to-year changes in sales force operating costs. In addition to statistics on such direct expenditures as lodging, meals, auto rental, and compensation, the *Survey* provides data on incentives, meetings, training, transportation, and other related areas, all gathered from a number of different industry sources. The majority of statistics—those in Sections II, IV, and V—are produced through the joint efforts of S&MM and Technomic Consultants, the Bannockburn, IL-based market research company whose database is the source of the extensive metro sales costs statistics in Section II, as well as the sales meeting and incentive location data in Sections IV and V. The remainder of *SSC* data are gathered from producers of other types of sales force-related statistics, primarily those dealing with the areas of compensation and transportation.

In recent years, the number of organizations and publications reporting cost-related statistics has grown by leaps and bounds. Consequently, our list of data sources had expanded to a point where, in last year's *Survey* issue, nearly a dozen different consulting organizations and associations were listed as contributors. In addition to the data produced by S&MM and Technomic, we were also excerpting data from a wide array of companies,

TABLE I-1

Average cost per call by industry: 1986

Consumer	$118.46
Industrial	$178.96
Service	$161.76

Source: Sales and Marketing Management survey

TABLE I-2

Calculating call patterns

Type of Salesperson	Average Calls Per Day Terr. A	Average Calls Per Day Terr. B	Est. Days In Field Per Year	Average Calls Per Year Terr. A	Average Calls Per Year Terr. B
CONSUMER					
Range	3-6	2-4	187	561-1,122	374-748
Mean	4.5	3		841.5	561
INDUSTRIAL					
Range	3-5	2-4	187	561-935	374-748
Mean	4	3		748	561
SERVICE					
Range	4-8	2-5	187	748-1,496	374-935
Mean	6	3.5		1,122	654.5

Notes: **Territory A** is defined as a metro area where customers are concentrated and the salesperson can make multiple calls, or as a philosophy emphasizing a maximum number of calls. **Territory B** reflects a territory where customers are dispersed and more time is required between calls. **Estimated Days in Field Per Year** is based on 5 days x 52 weeks per year, less one day per week office/nonfield work, 6 holidays, and 15 days vacation/sick leave. **Mean** is the midpoint in each set of ranges.
Source: Sales and Marketing Management survey

TABLE I-3

Average direct sales costs

Type of Salesperson	Range & Mean Compensation	+	Range & Mean Field Expenses	=	Total Direct Sales Costs
CONSUMER					
Range	$21,000-$60,000		$ 7,833-$19,000		$28,833-$79,000
Mean	$40,500		$13,416		$53,916
INDUSTRIAL					
Range	$22,000-$90,000		$12,665-$30,000		$34,665-$120,000
Mean	$56,000		$21,332		$77,332
SERVICE					
Range	$18,000-$85,000		$12,007-$28,500		$30,007-$113,500
Mean	$51,500		$20,253		$71,753

Notes: The **Range** of Compensation and Expenses for the three types of salespeople (Consumer, Industrial & Service) was calculated from data collected by *Sales and Marketing Management* for two different levels of sales personnel, middle-level and top-level salespeople. Compensation data for the levels of sales trainee and sales supervisor were excluded from these calculations, since they do not technically involve "field" salespeople. **Compensation** includes base salary, commission, and bonus. **Field Expenses** include travel, entertainment, food, and lodging expenses.
Source: Sales and Marketing Management survey

such as Runzheimer International, Executive Compensation Service, PHH Group, and IVI Management Systems, as well as from a number of additional sources. Consequently, the resulting *Survey*, while comprehensive, was often plagued by conflicting statistics and a general unevenness, due to the wide variety of contributors. This year, however, a decision was made to redesign the *SSC*, moving it away from its previous incarnation as a collection of excerpted data and making it a more uniform and self-contained publication. By gathering data on compensation and transportation through surveys conducted in-house, this year's *Survey of Selling Costs* has achieved the rare distinction of being a *source* of, rather than a *reporter* of, sales cost data.

This change was not accomplished without some nail-biting and more than a few restless nights, however, since it is one thing to decide to become a data source, and quite another to actually go out and collect the necessary statistics. In the case of compensation data, for instance, a survey of S&MM's readers was conducted late last year that produced the current statistics highlighted in Tables III-1, III-2, III-3, and III-4, as well as the compensation and T&E data in Tables I-3 and I-4. The questionnaire was designed so that data could be gathered for Consumer, Industrial, and Service salespeople, replacing the old categories of Account Rep, Detail Salesperson, Sales Engineer, Industrial Products Salesperson, and Service Salesperson. With these data in hand, it was then possible to calculate a cost-per-call figure for each of the three industries by territory type (Table I-4), as well as an Average Cost-Per-Call by Industry (Table I-1), rather than the 3-industry average that appeared in previous years. It is felt that these new data, particularly as they pertain to cost-per-call figures, are far more useful to the *Survey*'s readers than the old categories, although in certain cases (such as the definitions of sales and sales-support personnel in Tables III-1 and III-2), some of the previously used parameters have been retained with slight alterations.

In the case of Call Patterns (Table I-2), the figures in this year's *Survey* were also adjusted to better reflect the Average Calls Per Day and Average Calls Per Year, and a simple explanation of the method used in the individual calculations has been added to the notes for each of the tables in Section I.

The only drawback concerning these newly gathered statistics is that some comparisons between current data and those of previous years cannot be made, as is the case with Tables III-1 and III-2. Here, statistics for the years 1980 through 1985 were supplied by Executive Compensation Service, and, consequently, they do not fall neatly in line with those gathered for 1986. We at S&MM do feel, however, that these totals are a more accurate reflection of salespeople's current compensation levels, since a more direct method was used to gather the data for this section. An indication of survey respondents by industry type can be seen by examining Table III-4, Total Selling Expenses for Selected Industries, although the industries listed here reflect only a portion of the total response.

Auto rental data, which was formerly supplied by Runzheimer International, was also gathered by S&MM this year, resulting in changes in the Auto Rental component of the Selling Cost Index (page 32). A more in-depth explanation of the procedure involved in calculating this figure can be found in the notes to Table VI-6, Daily Auto-Rental Rates by City and Region, which also contains—for the first time this year—a figure showing the Rental Cost Index (RCI) for each location. This figure shows at a glance which markets have auto-rental costs above or below the national average, a figure that comes

TABLE I-4

Cost per call by industry

Type of Salesperson	1986 Total Direct Sales Costs	Average Calls Per Year Territory A	Average Calls Per Year Territory B	Cost Per Call Territory A	Cost Per Call Territory B
CONSUMER					
Range	$28,833-$79,000	561-1,122	374-748	$25.69-$140.82	$38.55-$211.23
Mean	$53,916	841.5	561	$ 83.25	$124.89
INDUSTRIAL					
Range	$34,665-$120,000	561-935	374-748	$37.07-$213.90	$46.34-$320.85
Mean	$77,332	748	561	$125.48	$183.59
SERVICE					
Range	$30,007-$113,500	748-1,496	374-935	$20.06-$151.74	$32.09-$303.47
Mean	$71,753	1,122	654.5	$ 85.90	$167.78

Notes: The **Cost Per Call** range for each territory and type of salesperson is calculated by dividing the *lowest* figure in the range of **Total Direct Sales Costs** by the *highest* figure in the range of **Average Calls Per Year**, which equals the low end of the cost-per-call range. The *highest* figure in the range of **Total Direct Sales Costs** is then divided by the *lowest* figure in the range of **Average Calls Per Year**, resulting in the high-end figure for the range of **Cost Per Call**. The **Mean** is the midpoint in each set of ranges.
Source: Sales and Marketing Management survey

in very handy when deciding where to rent. For example, if a salesperson working the Midwest needs to rent a car to travel between Toledo, OH, Detroit, and Grand Rapids, MI, a quick check of the RCI reveals that rental costs in Toledo are a full 20% lower than those in Detroit and 3% lower than Grand Rapids. By doing a bit of careful preplanning, a substantial savings could be realized in this important cost component.

Another change in this year's *SSC* involves the inclusion of three so-called Mini-Features, each offering step-by-step instructions for the construction of unique budgets and indexes pertaining to sales costs, meetings, and sales call efficiency. The first, "A 16-step sequence for preparing a sales costs budget" (page 25), supplies readers with a convenient worksheet that allows them to break out the various components of selling, offering the opportunity for analysis of individual cost factors on a market-by-market basis.

The second feature, entitled "How to create your own Sales Call Efficiency Index in five easy steps" (page 28), compares data from two different metro markets listed in Table II-1, Selling Costs in 86 Major U.S. Markets. By examining the cost factors for the cities of Boston and Memphis individually, the article shows how an SCEI can be constructed that allows for the differences in these markets, resulting in a fairer evaluation of the relative performance of salespeople working in different territories. Here again, the necessary tables and calculations involved with building an SCEI are included, along with explanations of each step.

The third feature, "A step-by-step sequence for preparing a sales meeting budget" (page 30), offers meeting planners a way to compare cost factors for different markets through the construction of a meeting-site profile that lists costs for meals, lodging, coffee breaks, receptions, meeting rooms, hospitality suites, and other necessary information. The resulting total of combined hotel and supplementary costs can then be used to calculate a cost-per-person figure for a meeting function, as illustrated by the data pertaining to San Diego, the meeting site used in the accompanying example.

Also included in this year's *Survey* is a contributed feature entitled "Winning the sales pay battle" by Mark Blessington of Sibson & Co., a New Jersey–based consulting group that specializes in gathering data on sales compensation. In the article, Blessington discusses the recent trends in sales versus management pay increases and offers a program that uses sales force productivity ratios to chart return-on-investment as it relates to corporate compensation practices.

Finally, *Survey* readers may also notice a different look to this year's issue, an indication of our attempt to make *SSC* statistics easier to read and understand. The graphics and highlighting created by our hardworking production department serve to further enhance this all new *Survey of Selling Costs*, reflecting our sincere hope that a cleaner, more colorful, and better researched issue will make working with selling cost data a little bit easier and a lot more successful.

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SURVEY FEATURE

Winning the sales pay battle

Tired of having your sales compensation budget shredded by overzealous cost-cutting measures? Here's how to use sales force productivity ratios to chart ROI and beat back the corporate challenge!

By Mark Blessington,
Senior Consultant, Sibson & Co.

Sales managers today are under intense pressure to curb sales expenses, particularly those that concern compensation costs. Prior to the 1980s, generous increases in sales pay were often justified by strong sales volume growth and the explanation that such increases offset the variable pay risk incurred by salespeople. In many corporations, sales compensation was viewed as a relatively uncontroversial expenditure, since it was directly linked to a critical result. Sales managers could fend off tough scrutiny of their compensation budgets by saying that to be cheap in sales pay was to court financial disaster.

During this decade, however, the picture has changed drastically. Domestic and foreign competition has cut deeply into the rate of sales growth, and with profits being squeezed, it is the large expense items that are usually the first target for cuts. Since sales compensation is most often the largest single expense in the sales budget, it offers the most significant opportunity for quick-fix cost reductions. Today, a well-paid sales force tends to be viewed as an opportunity for cost cutbacks, rather than as a sign of success. Corporations are now less afraid of scrutinizing the sales budget, since poor sales performance has already become a reality for many companies. In such cases, the risk of cutting sales pay does not seem so great. In addition, the argument that greater opportunity should be provided is less relevant now, since there are a growing number of positions besides sales that receive variable pay. In short, the old reasons used to support regular sales pay increases do not hold up as well in today's very different marketing climate.

The pay increase gap

Proof that the old approach for winning increases in sales pay is not working can be seen in **Exhibit 1**. The gap between pay increases received by corporate management and those for salespeople has widened. On a cumulative basis from 1979 through 1985, total compensation increases for corporate management nationwide have been 16.5% above those for salespeople. The gap was particularly large in 1983, when the difference between management and sales was a full 9%.

It is unlikely that this erosion in sales pay is due to a lower return on a dollar invested in the sales force versus, say, that of corporate management, however. Increased competition put pressure on *all* parts of the organization, and certainly the sales force is no exception. But tougher competition tends to increase the sales force's prominence in the corporate marketing mix. Salespeople have to communicate increasingly finer points about their company's competitive advantage versus an ever-widening host of alternative suppliers. Also, many sales jobs have increased in scope and complexity during the 1980s: Sales forces have been consolidated through acquisitions and mergers; new products have been added; more promotions are being used; and such promotions are increasingly complex and demanding for both the salesperson and the customer.

Some of the gap in pay increases can be attributed to the variable component of sales pay, and as sales growth has declined, so have increases in sales pay. In addition, fewer managers are compensated through variable pay. Since variable pay is more formula-driven based on performance, there is more downward pressure on pay increases during periods of low performance. So while it can be argued that management pay should not have increased as much as it has, the significant finding remains that—relative to management—salespeople have consistently come up on the short end in the budget battle.

Competitive productivity

More often than not, the basic question involved in the budgeting process is, "What is the return offered by a particular investment?" In this kind of circumstance, how do sales managers prove that compensation for the sales force offers an attractive return? The key number missing from most sales force compensation analyses is that concerning competitive sales force productivity, or an industry's ratio of sales to selling expenses. Using this kind of measure to compare a company with the industry as a whole provides a better insight into the company's return on its sales force compensation dollar.

For example, the numbers shown below are for a Fortune 500 company that had traditionally placed a high value on its sales force but was considering a revision of its sales pay policy.

Avg. Salesperson's Total Compensation		
Company	Market	% of Market
$77,000	$55,000	140%

The company knew it had paid its sales force well, but managers were surprised to find that pay levels were 140% of the market. When company officials gathered competitive compensation data, however, they also investigated expense-to-sales ratios. While the industry yielded roughly $30 of sales for every dollar's worth of selling expense, this company's sales force was able to produce almost $44, or 144% of the industry figure. From this perspective, sales management was able to successfully argue that its seemingly high compensation level was actually in line with sales force productivity.

Managing productivity

As the sales and marketing process grows more and more complex, it is not enough to simply work toward higher productivity. The sales force described above provided no guarantee of continued high performance. Therefore, each of the components behind productivity must be examined and understood if real gains are to be made.

Simply put, there are two sides to the sales productivity equation that need to be managed: costs per salesperson and sales per salesperson. The factors that affect each side of the equation are shown in **Exhibit 2**. During the budgeting process, sales management will gain considerable confidence if it can describe the targeted levels of performance in each of these categories. In addition, the interaction among the various components of productivity must be understood. For example, if sales productivity is being hampered by high turnover rates or inadequate sales experience, costs per salesperson may need to be increased. It is frequently easier to improve productivity by increasing sales per salesperson than by decreasing costs—a 10% improvement in sales per salesperson has a much larger impact on productivity than a 10% reduction in selling expenses.

The compensation plan is a major tool for demonstrating how sales management is communicating its productivity objectives to the sales force. It should be made clear that higher levels of productivity in all strategic areas of performance result in higher rewards and that significant shortcomings in productivity yield considerably lower levels of compensation. Only when targeted productivity is delivered in all key areas should salespeople earn the targeted level of compensation.

Performance management and training/development programs can provide additional assurance that sales force productivity objectives will be met. A complete performance management program specifies the key dimensions of selling that will be reviewed with the sales management staff on a weekly or biweekly basis. Here, salespeople are evaluated in terms of their day-to-day performance, and corrective actions are agreed upon before problems become too large to overcome. Training and development efforts for the entire sales force then tie in to support those areas where salespeople are having the most difficulty reaching productivity targets.

EXHIBIT 1

The pay increase gap between management and salespeople

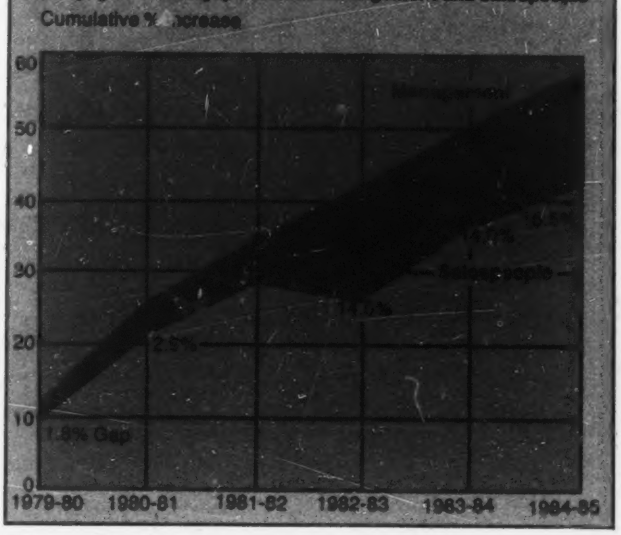
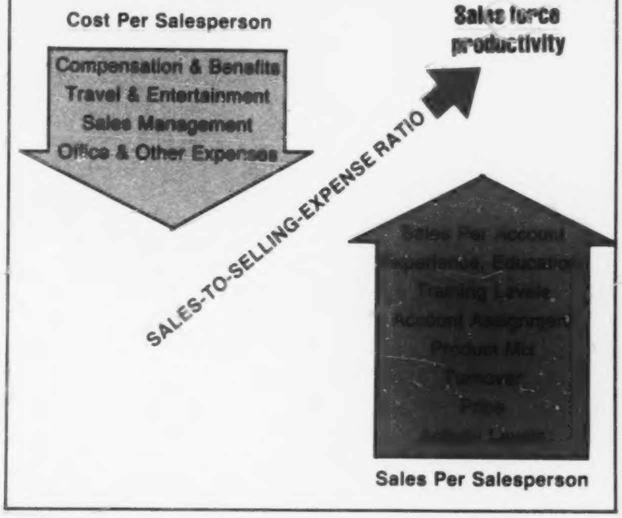


EXHIBIT 2



A total program

Sales management has suffered some real losses in the recent budget battles over sales pay. Old approaches for presenting sales budget requests have proven ineffective, given today's lower rates of growth and the need to squeeze costs in all areas, including that of sales force compensation. Consequently, sales management must define its productivity relative to the specific industry at hand and present its budget recommendations in terms of total sales force productivity and the subcomponents of sales per salesperson and costs per salesperson. Further, specific targets need to be set for the year, and a total program for managing productivity that includes a compensation plan, performance management procedures, and training and development must be developed. These few steps will go a long way toward helping sales management win more sales pay budget battles and reverse the erosion in sales force pay relative to compensation levels in corporate management.

A 16-step sequence for preparing a sales costs budget

How much are your salespeople spending each year? By using the accompanying worksheet to chart field expenses, compensation, and other costs on an annual per-metro basis, you can find out where the savings are.

By following this simple procedure (and using the accompanying worksheet), you can construct a territorial sales budget that breaks out the various components of selling, allowing for an easy analysis of individual cost factors. The bold-faced numbers below correspond to the columns and lines on the worksheet on the following page.

Columns:

1. List the **Major Metro Areas** that comprise your territory, using the listings from Table II-1, *Selling costs in major U.S. markets*.

2. Enter the **Projected Sales** for each individual metro.

3. For **Lodging**, estimate the number of nights to be spent in each metro and multiply by the Average Daily Lodging cost shown in Table II-1.

4. For **Food and Drink** costs, estimate the number of meals and drinks per day in each metro and multiply by the appropriate Meals and Cost of Two Drinks figures from Table II-1.

5. **Auto Rental:** If an auto is to be rented, multiply the number of days by the Per Diem Auto Rental rate listed in Table II-1, adding an average daily insurance rate of $8, and subtracting your company's discount (if any).

6. Estimate any additional **Miscellaneous Expenses** and enter them in this column.

7. Calculate **Entertainment** costs by multiplying the appropriate Meals and Cost of Two Drinks rates for each metro by the total number of customers or clients entertained.

8. Estimate any **Other Expenses**—air, train, or bus fares—that may be incurred in trips to the home office or to sales meetings or seminars.

9. Estimate **Promotional Expenses** by including totals for advertising, sales promotion, trade shows, meetings, etc., that will be charged to the territory.

10. Total the expenses for each metro across (columns 3 through 9) to arrive at **Total Metro Expenses**, and enter in column 10.

Lines:

11. Total the individual expenses for each vertical column (2 through 10) and enter here under **All-Metro Totals**.

12. Enter your **Projected Total Territory** *sales* on line 12, column 2 and the **Projected Total Territory** *expenses* for each of the seven estimated field sales expenses (columns 3 through 9).

13. Calculate the **Percent of Total** projected sales accounted for by the metros listed by dividing the All-Metro Total figure on line 11, column 2 by the Projected Total Territory sales figure on line 12, column 2. Then do the same for total individual expenses (line 11, columns 3 through 10) and enter on line 13.

14. Calculate the **Budgeted Salaries** of the territory's sales manager and staff salespeople and enter the total on line 14.

15. Enter the **All-Metro Total** for Total Metro Expenses (line 11, column 10). Note: Budgeted Salaries (line 14, column 2) and the All-Metro Total for Total Metro Expenses should be adjusted for any overhead—rent, utilities, or other staff expenses—that are charged to the sales division.

16. Add the Budgeted Salaries (line 14) and the All-Metro Total for Total Metro Expenses (line 15), which will give you a figure that comprises a majority of your **Actual Expenses**. Then subtract this figure from Projected Total Territory sales (line 12, column 2), which gives you the gross dollar return on sales in the territory's metros (Sales - expenses = return on sales). This gross dollar figure can then be converted to a percentage and compared to your company's targeted profit ratio, which tells you if your costs budget is on target. If it is not, analysis of the individual components may suggest areas for improvement. Note: If a territory is made up of largely nonmetro areas, this will be reflected in the **Percent of Total** figure on line 13, and adjustments can be made accordingly.

A 16-step sequence for preparing a sales costs budget

	Estimated Field Sales Expenses								
1. Major Metro Areas	2. Projected Sales	3. Lodging	4. Food and Drink	5. Auto Rental	6. Misc. Expenses	7. Entertainment	8. Other Expenses	9. Promotional Expenses	10. Total Metro Expenses
11. All-Metro Totals									
12. Projected Total Territory									
13. Percent of Total	%	%	%	%	%	%	%	%	%
14. Budgeted Salaries									
15. All-Metro Total									
16. Actual Expenses									

SURVEY FEATURE

How to create your own Sales Call Efficiency Index in five easy steps

The data in S&MM's *Survey of Selling Costs* can be used in many different ways to help evaluate the effectiveness of your salespeople in the field. One of these myriad uses involves the development of a customized **Sales Call Efficiency Index (SCEI)** that can monitor the relative efficiency of your field salespeople in their various territories. Because the *Survey*'s cost-related data are presented for different types of salespeople, selling situations, and territories, they are ideally suited for such a purpose.

In order to compare cost-per-call ratios of different sales territories equitably, variances between local markets must be considered. In the example provided here, two different metro markets—Boston (with above-average per-diem costs) and Memphis (with below-average per-diem costs)—are used to show how the construction of an SCEI can result in a fairer evaluation of the relative performance of the individual salespeople in each market. Some of the elements described in **Table I-9**, however, must be computed beforehand; and the columns for the three worksheets you will need to do this are diagrammed in **Tables I-5**, **6**, and **7**, followed by **Table I-8**, which contains territory concentration data. The various steps involved in gathering these statistics and building an index are explained briefly below:

TABLE I-5

Computing call patterns

Salesperson	Actual Calls Reported	Estimated Calls Per Year			Actual Or Estimated Calls Per Year
		Average Calls Per Day	Total Days In Field	Estimated Total Calls	

1. Computing call patterns (Table I-5). Preliminary information on your salespeople's call patterns can be gathered either by totalling the number of calls listed on the salesperson's call reports (and entered under Actual Calls Reported) or by multiplying the Average Calls Per Day by the number of days the salesperson spends in the field (Total Days In Field), which will give you an Estimated Total Calls figure. Whichever formula is used, the annual total for each salesperson should then be entered under Actual Or Estimated Calls Per Year.

TABLE I-6

Computing direct sales costs

Sales person	Base Salary	+	Bonus or Commissions	+	Auto Expense	+	T&E Expenses	+	Other Expenses	=	Total Direct Sales Costs

2. Computing direct sales costs (Table I-6). Unless management is keeping its own records of individual salespeople's salaries, company financial records will provide most of the necessary information on Base Salary and Bonus or Commissions paid. Data on Auto Expense, T&E (Travel & Entertainment) Expenses, and Other Expenses can usually be obtained from expense account reports or from the data contained in Section II, Metro Sales Costs. By adding all of these components, you will arrive at a figure that reflects the salesperson's annual Total Direct Sales Costs.

TABLE I-7

Computing per-call costs

Salesperson	Total Direct Sales Costs	÷	Actual Or Estimated Calls Per Year	=	Unweighted Cost Per Call

3. Computing per-call costs (Table I-7). Using the summary data from Tables I-5 and I-6, you can now calculate an approximate cost-per-call figure for each salesperson by dividing Total Direct Sales Costs by the Actual Or Estimated Calls Per Year figure. If you want to make your sales force more aware of this critical ratio, you may want to redesign the format of your call reports so that individual salespeople can automatically compute their own cost-per-call each time they submit their weekly or monthly call reports.

TABLE I-8

Territory concentration factor

Standard Average Calls	Average Calls Per Day For Territory									
Per Day	10	9	8	7	6	5	4	3	2	1
10	1.00	1.11	1.25	1.42	1.66	2.00	2.50	3.33	5.00	10.00
9	.90	1.00	1.12	1.28	1.50	1.80	2.25	3.00	4.50	9.00
8	.80	.88	1.00	1.14	1.33	1.60	2.00	2.66	4.00	8.00
7	.70	.77	.87	1.00	1.16	1.40	1.75	2.33	3.50	7.00
6	.60	.66	.75	.85	1.00	1.20	1.50	2.00	3.00	6.00
5	.50	.55	.62	.71	.83	1.00	1.25	1.66	2.50	5.00
4	.40	.44	.50	.57	.66	.80	1.00	1.33	2.00	4.00
3	.30	.33	.37	.42	.50	.60	.75	1.00	1.50	3.00
2	.20	.22	.25	.28	.33	.40	.50	.66	1.00	2.00
1	.10	.11	.12	.14	.16	.20	.25	.33	.50	1.00

4. Territory concentration factor (Table I-8). It is a well-known fact that no two territories are exactly alike, due to differences in geography, number and type of accounts, and industry concentration (or dispersal). Using the data in this table, you can compensate for this diversity by assigning "weights" to the average number of calls per day for the salesperson or territory in question. To do this, you must first develop an average number of calls per day for your entire sales force, with the resultant figure charted on the Standard Average Calls Per Day axis at the left of the table. Then, using the Territory Concentration Factor data—which show the statistical relationship between a set of common numbers—you can "equalize" the differences in the average number of sales calls in different territories. This procedure is explained in greater detail in the comparison of the Boston and Memphis metros that follows.

TABLE I-9

Building a Sales Call Efficiency Index

Territory/Metro	Total Direct Sales Costs	Calls Per Year	Unweighted Cost Per Call	Territory Concentration Factor (TCF)
Boston	$74,000	1,350	$54.81	0.71
Memphis	$59,200	850	$69.65	1.66

	Per Diem Index	Weighted Per Diem Index	SCEI Cost Per Call	Weighted SCEI Cost Per Call
Boston	134	0.75	$57.90	$69.12
Memphis	77	1.30	$56.67	$46.95

5. Building a Sales Call Efficiency Index (Table I-9). From the computations performed in steps 1 through 3, we have determined that the Memphis salesperson has Total Direct Sales Costs of $59,200 (using Table I-6) and makes 850 Calls Per Year (using Table I-5). The Boston salesperson, on the other hand, has Total Direct Sales Costs of $74,000 and makes 1,350 Calls Per Year. Thus, by dividing the Calls Per Year into the Total Direct Sales Costs for each salesperson (Table I-7), we arrive at an Unweighted Cost Per Call for Memphis of $69.65 ($59,200 ÷ 850 = $69.65) as opposed to $54.81 for Boston ($74,000 ÷ 1,350 = $54.81). At first glance, it appears that the Boston salesperson is managing expenses much better than the salesperson in Memphis. However, a fair evaluation of the relative performance of each salesperson must recognize that Boston and Memphis are two radically different markets. A first step toward developing a Sales Call Efficiency Index that will compensate for these differences involves finding the Territory Concentration Factor for the sales force as a whole, as well as for each of the salespeople in the territories involved.

Assuming that your sales force as a whole averages 5 calls per day, and using the Territory Concentration Factor table to chart this figure on the left-hand axis (Standard Average Calls Per Day), you find that the Average Calls Per Day For Territory (7 for Boston) show a TCF of 0.71, while Memphis (with an average of 3 calls per day) has a TCF of 1.66.

Next, record the Per Diem Index for each metro as listed in Table II-1, *Selling costs in 86 major U.S. markets*. Boston's Per Diem Index is 134, while Memphis's is 77. By dividing each of these numbers into 100 (the U.S. average Per Diem Index), you can produce a Weighted Per Diem Index for each metro—0.75 for Boston and 1.30 for Memphis—which is then entered in the next column.

With these data in hand, it is now possible to construct an SCEI Cost Per Call figure for each metro using the following equation:

$$\frac{\text{Total Direct Sales Costs} \times \text{Weighted Per Diem Index}}{\text{Calls Per Year} \times \text{Territory Concentration Factor}} = \text{SCEI Cost Per Call}$$

For Boston, the calculation would be:

$$\frac{\$74{,}000 \times 0.75}{1{,}350 \times 0.71} = \frac{\$55{,}500}{958.5} = \$57.90$$

For Memphis:

$$\frac{\$59{,}200 \times 1.30}{850 \times 1.66} = \frac{\$76{,}960}{1{,}411} = \$54.54$$

This reveals that, on an adjusted basis that allows for market differences, the SCEI Cost Per Call for Boston is $57.90, while in Memphis the figure would be $54.54. By using this formula, what was originally almost a $15 difference (in the Unweighted Cost Per Call) has been cut to only $3.36.

The SCEI Cost Per Call can then be further refined by allowing for differences in field sales expenses in the individual metros, producing a final Weighted SCEI Cost Per Call. By using the data in Table I-6 to separate the salesperson's compensation (Base Salary + Bonus or Commissions) from other expenses (Auto Expense + T&E Expenses + Other Expenses), we find that the Boston salesperson had a total compensation of $43,000 plus $31,000 in expenses, while the Memphis salesperson had a compensation/expenses split of $35,700 and $23,500. A Weighted SCEI Cost Per Call figure can then be calculated by multiplying each salesperson's expenses by the Weighted Per Diem Index and adding it to their compensation, then dividing the resulting total by the above-mentioned equation, Calls Per Year x Territory Concentration Factor, according to the following formula:

For Boston:

$$\frac{\$43{,}000 + (\$31{,}000 \times 0.75)}{1{,}350 \times 0.71} = \frac{\$66{,}250}{958.5} = \$69.12$$

For Memphis:

$$\frac{\$35{,}700 + (\$23{,}500 \times 1.30)}{850 \times 1.66} = \frac{\$66{,}250}{1{,}411} = \$46.95$$

The resulting totals reveal that the average cost of a sales call in Boston—once nearly $15 *lower* than that of Memphis—is actually more than $22 *higher* when territory concentration and field sales expenses have been properly factored in. This just goes to show that before you rely on the simple answer to the question of your salespeople's cost per call, remember that the subtle differences in markets and territories can often be deceiving.

SURVEY FEATURE

A step-by-step sequence for preparing a sales meeting budget

Another way that the data from S&MM's *Survey of Selling Costs* can be utilized is in the construction of budgets for sales meetings. Many marketers know all too well about unexpected costs that can crop up at the last minute and ruin an otherwise smooth-running function, and it's often simply because a particular element was somehow overlooked. To guard against such an oversight, the following example is provided, which shows how a budget should be prepared for a two-day divisional sales meeting in San Diego, CA. The boldface numbers below correspond to the columns and lines on the accompanying worksheet.

Columns:

1. In this column, list the **City** or **Metro Costs** from the meeting destination listings in Table IV-4, *Sales meeting costs*, for the various elements listed on lines 5 through 10. In this example, the median rate for double-occupancy lodging is used ($85.00), as are the median rates for meals and other functions

2. By adding the percentage rate figure contained in Table II-3, *Meal and lodging tax rates*, to the figures in column 1, you can calculate the total **Cost Per Person** for each element. In this example, San Diego's 7% room tax should be added to the double-occupancy Lodging figure (column 1, line 5) and a 6% meal tax should be added to the Meals figures in column 1, line 6. Meal tax rates usually do not apply to Coffee Breaks or Cocktail Parties (lines 7 and 8).

3. Enter the total number of **Meeting Participants** here. In this example, a total of 55 people will be attending the meeting. *Note:* The number of participants may change according to the individual element.

4. In this column, enter the **Number of Times a Cost Is Incurred** by multiplying the number of days involved by the number of Meeting Participants, entering the total for each individual element (lines 5 through 10). In this example, even though 55 people will be attending the meeting, only 50 will require 2 nights' lodging, while the remaining 5 will require 1 night. Therefore, the number of times that Lodging costs will be incurred will be 105, or (50 people x 2 nights) + (5 people x 1 night) = 105.

11. In this column, enter the **Total Cost Per Element** by following steps 5 through 10.

Lines:

5. Total **Lodging** costs are calculated by multiplying the Cost Per Person figure in column 2 ($90.95) by the Number of Times a Cost Is Incurred figure in column 4 (105), entering the total on line 5, column 11. In this example, the formula would be $90.95 x 105 = **$9,549.75**.

6. Total **Meals** costs are then calculated by multiplying the Cost Per Person for individual meals under line 6, column 2 by the figure in column 4, and entering the totals under column 11. For San Diego, the formula would be as follows: Breakfast - $12.83 (column 2) x 110 (column 4) = **$1,411.30** (column 11); Lunch - $18.60 x 110 = **$2,046.00**; Dinner - $28.89 x 60 = **$1,733.40** (*Note:* Since there will be only one dinner during the course of the meeting, the Number of Times a Cost Is Incurred figure is reduced to 55, plus an additional 5 people invited as guest speakers, for a total of 60).

7. Since the meeting will end early in the afternoon of the second day, only three **Coffee Breaks** are planned. By multiplying the figure in column 2 ($4.25) by the figure in column 4 (3 x 55, or 165) we arrive at a line 7, column 11 total of **$701.25**.

8. Although the median rate for a 2-hour reception is $22.50/person, the meeting planner has decided on a 1-hour **Cocktail Party**, cutting the cost in half ($11.25/person). This figure has been entered on line 8, column 2 (Cost Per Person). By multiplying this figure by the figure in column 4 (in this case, 60), we arrive at a total expense of **$675.00**, which is then entered on line 8, column 11.

9. Since the meeting planner has reserved a block of

Hotel Costs:	1. City/Metro Costs	2. Cost Per Person	3. Meeting Participants	4. No. of Times Cost Is Incurred	11. Total Cost Per Element
5. Lodging	$85.00	$90.95	55	105	$ 9,549.75
6. Meals					
Breakfast	12.10	12.83	55	110	1,411.30
Lunch	17.55	18.60	55	110	2,046.00
Dinner	27.25	28.89	60	60	1,733.40
7. Coffee Breaks	4.25	4.25	55	165	701.25
8. Cocktail Party	22.50	11.25	60	60	675.00
9. Meeting Room					—
10. Hospitality Suite					—
12. Subtotal for Hotel Costs					$16,116.70
Supplementary Costs:					
13. A-V Expenses					$292.00
14. Meals Away From Hotel	$15.45	$16.38	50	50	819.00
15. Transportation To and From Airport	5.50	5.50	50	100	550.00
16. Auto Rental					—
17. Transportation to Meeting Destination					11,050.00
18. Misc. Materials					1,450.00
19. Subtotal for Supplementary Costs					$14,161.00
20. Subtotal for Hotel Costs					$16,116.70
21. Total Costs					$30,277.70
22. Meeting Participants					55
23. Average Cost Per Participant					$550.50

rooms and will guarantee a sizable dollar total for meals functions, the hotel will, in this case, waive **Meeting Room** charges.

10. The cost of a **Hospitality Suite** has also been waived.

11. See entry No. 11 under **COLUMNS**, above.

12. By adding the totals in column 11 (Total Cost Per Element) for lines 5 through 10, you will arrive at a **Subtotal for Hotel Costs**, which should be entered on line 12, column 11.

13. In this case, the meeting planner will incur no **A-V Expenses** for the meeting session itself, since an overhead projector and screen are being furnished by the hotel. However, a large-screen TV and VCR are being rented for use by the dinner speakers, and this cost (**$292.00**) has been entered on line 13, column 11, according to the figures listed in Table V-4, *Audiovisual equipment rental costs*.

14. Dinner costs for the 50 out-of-town attendees (column 3) arriving the night before the meeting must be entered here. Dinner costs for San Diego ($15.45) can be found in Table II-1, *Selling costs in 86 major U.S. markets*. This figure (which should be entered on line 14, column 1) includes a 15% gratuity but does not include the 6% meal tax as listed in Table II-3, *Meal and lodging tax rates*, which, when added, brings the Cost Per Person (column 2) to $16.38. By multiplying this figure by 50 (column 4), we arrive at a total of **$819.00**, which is then entered under **Meals Away From Hotel** on line 14, column 11.

15. The total cost of **Transportation To and From Airport** for the 50 out-of-towners attending the meeting (column 3) should be calculated here. The one-way taxi fare for San Diego ($5.50) can be found in Table II-1 and should be entered on line 15, columns 1 and 2 (*Note:* These rates do not include tip). By multiplying the total from column 4 (100, or 2 x 50) by the figure in column 2, we arrive at a total of **$550.00**, which should then be entered on line 15, column 11.

16. In this example, since the attendees will be spending all of their time at the meeting, there will be no need for **Auto Rental**.

17. The corporate travel department has informed the meeting planner that coach fares for the 50 out-of-town attendees will total **$11,050.00**, which should be entered under **Transportation to Meeting Destination** on line 17, column 11.

18. The total cost of transparencies, printed workshop materials, awards, plaques, and other **Miscellaneous Materials** has been budgeted at **$1,450.00**.

19. By adding the totals in column 11 (Total Cost Per Element) for lines 13 through 18, you will arrive at a **Subtotal for Supplementary Costs**, which should then be entered on line 19, column 11.

20. Under column 11 on this line, enter the **Subtotal for Hotel Costs** from line 12, column 11.

21. Add the two subtotals on lines 19 and 20 to arrive at your **Total Costs**.

22. Under column 11 on this line, enter the total number of **Meeting Participants** from column 3.

23. Now divide your Total Costs on line 21 by the number of Meeting Participants on line 22, which results in the **Average Cost Per Participant**. By following this same procedure for other candidate cities, a meeting planner can discover which location will be more cost-effective.

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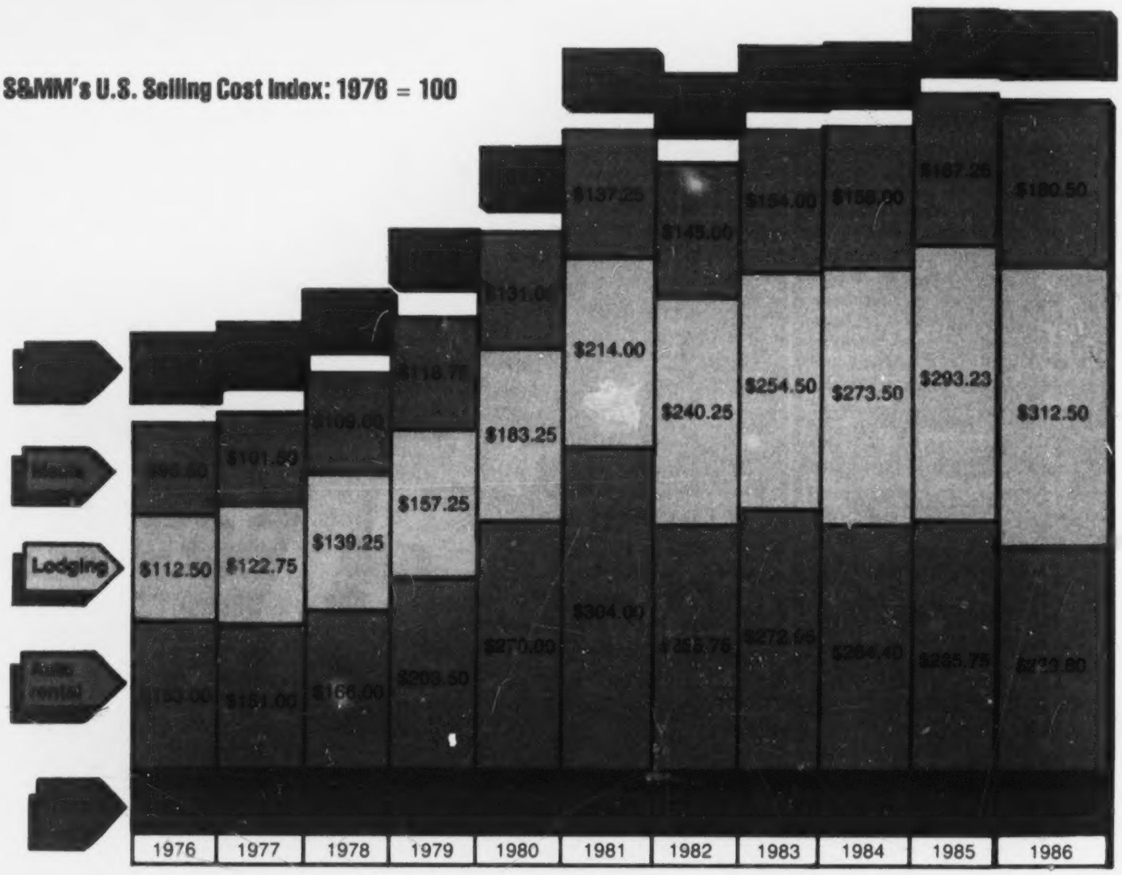
SURVEY FEATURE

The Selling Cost Index: Levelling off in '86

S&MM's U.S. Selling Cost Index: 1976 = 100



Source: Sales and Marketing Management *1987 Survey of Selling Costs*. Reproduction strictly prohibited.

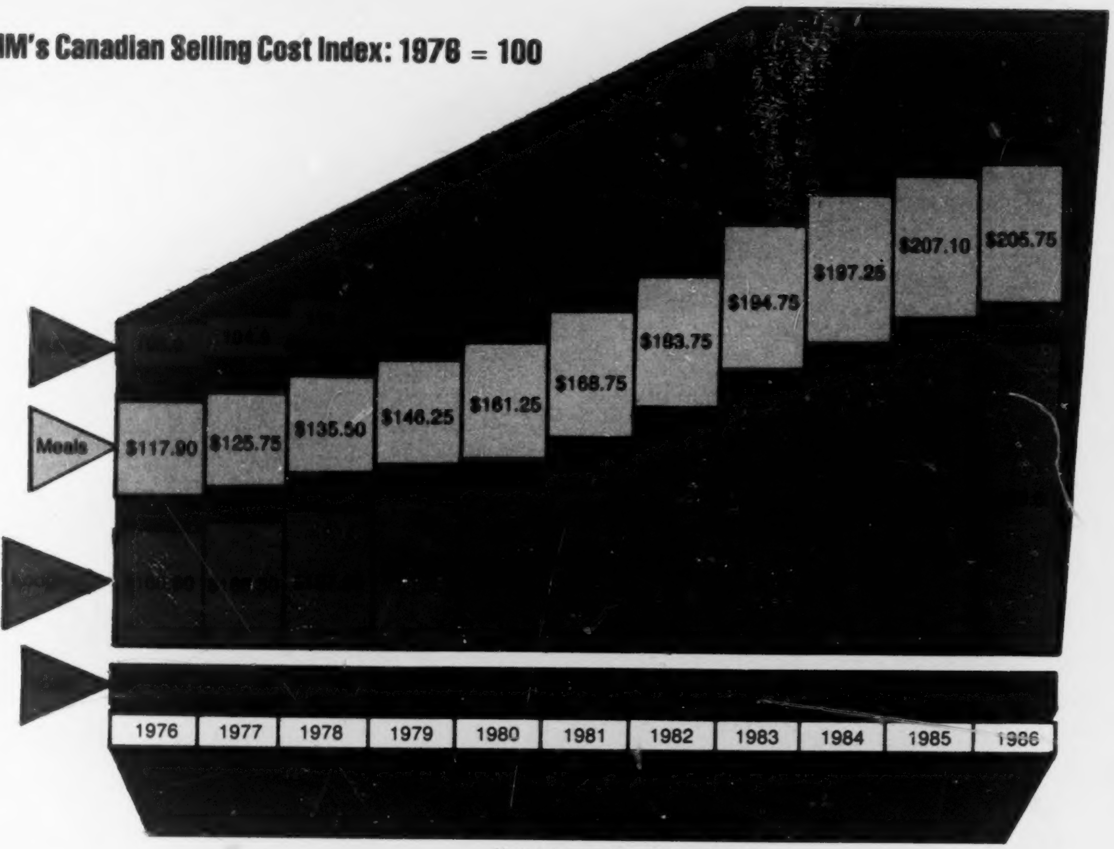
This year, S&MM's patented Selling Cost Index (SCI), which charts field sales costs in the U.S., indicates that total costs in 1986—although down by 0.5% overall—were holding fairly steady. Increases were recorded in two of the three SCI components, but a decline in **Auto Rental** costs negated any overall gain. The cost of a week's **Meals** rose 7.9%, from $167.25 to $180.50, while **Lodging** costs increased from $293.23 to $312.50, a 6.6% gain. The rise in Meal costs this year can be partially attributed to a change in the amount of gratuity (15% rather than 12.5%) that is incorporated in 1986 figures, although basic costs have regularly increased between 3% and 5% in recent years. **Auto Rental** rates dropped by more than 15% in this year's totals, but here again, this decrease is reflective of a change in the method used in gathering rental data, rather than an indication of massive cuts in prices.

The **SCI** figure itself is calculated by multiplying the national averages (based upon the listings in Section II, Metro Sales Costs) for the three SCI components—**Meals**, **Lodging**, and **Auto Rental**—by 5 days (a typical week in the field), producing the individual weekly totals that are then added together, resulting in a combined weekly **Total** for the three basic selling costs. For 1986, the formula would be $180.50 + $312.50 + $229.80 = **$722.80**. The **SCI** is then calculated by dividing the 1976 base year **Total** ($361.00) into the subsequent weekly **Total**, producing the current year's SCI. For 1986, the calculation of $722.80 ÷ $361.00 produces an SCI of **200.2**, which indicates a drop of 0.5% from last year's total field sales costs. Over the last decade, however, we see that the SCI has risen by just over 100%, a fact that managers and budgeters should consider when making adjustments in their annual expense allowances for the sales force.

SURVEY FEATURE

The Canadian Selling Cost Index: Room rates up

S&MM's Canadian Selling Cost Index: 1976 = 100



Note: All figures shown in Canadian dollars.
Source: Sales and Marketing Management's *1987 Survey of Selling Costs*. Reproduction strictly prohibited.

This year's Canadian SCI shows a reversal of last year's individual trends, as illustrated by changes in the figures for the Index's two components, **Meals** and **Lodging**. According to last year's CSCI, lodging costs rose only 1% between 1984 and 1985, while the cost of meals increased by 5%. This year, just the opposite is true.

Between 1985 and 1986, weekly **Meal** costs showed a decline of 0.6%, the first recorded drop since 1974, when the CSCI was instituted. **Lodging** costs, on the other hand, were up by 8.7%, the largest single-year increase since 1983. In spite of the drop in meal costs, **Total** weekly costs in 1986 rose to $611.25, a 5.4% increase over 1985's total of $580.10. Since **Auto Rental** figures for Canadian markets were unavailable, this component was not included in these calculations.

Changes in Canadian field selling costs

Component	1986	1985	% Change
Meals	$205.75	$207.10	−0.6%
Lodging	$405.50	$373.00	+8.7%
Total	**$611.25**	**$580.10**	**+5.4%**

Note: All figures shown in Canadian dollars.
Source: Sales and Marketing Management's *1987 Survey of Selling Costs*

Meal & lodging tax rates by metro market

Canadian Metro Area	Lodging Tax	Meal Tax
Calgary, AB	N.A.	N.A.
Montreal, PQ	N.A	10.0%
Ottawa, ON	5.0%	7.0
Toronto, ON	5.0	7.0
Vancouver, BC	7.0	7.0
Winnipeg, MB	6.0	6.0

N.A.—Not Available.
Source: Sales and Marketing Management survey

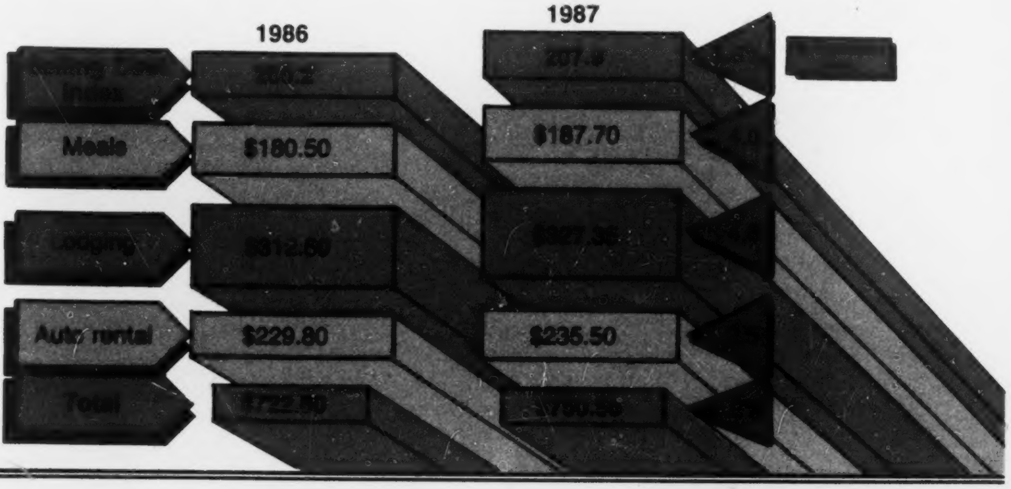
1987 projection of the Selling Cost Index: Moderate increases charted for weekly costs

Last year's predicted 3% rise in the **Selling Cost Index** turned out to be slightly off the mark—by about 3.5%—when comparing it to last year's *actual* percentage of change (a decline of 0.5%). Due to a change in the method used in collecting **Auto Rental** data for this year's *Survey* issue, this component of the SCI registered a drop of more than 15%, instead of increasing by 2%, as estimated in the 1986 projections. This was the largest single contributing factor to this year's reported decline in the SCI (page 32), although S&MM is predicting a 2.5% rise in the **Auto Rental** component between 1986 and 1987, now that this new methodology is in place.

Increases are also being projected for **Meals**, where the average weekly cost for field salespeople is expected to increase by 4%, from a 1986 figure of $180.50 to $187.70 by year's end. According to the National Restaurant Assn., this is partially due to an expected 3.4% increase in wholesale food prices, a 3.6% rise in labor costs, and a 3.2% increase in overhead expenses.

Lodging rates are also projected to increase slightly faster than the current rate of inflation, with the 1986-87 change charted at around 4.8%. According to the international accounting firm of Laventhol and Horwath, the room-vacancy situation that has plagued the industry in recent years has been steadily improving, a trend that should be reinforced by the new tax bill, which will reduce the tax incentives for builders of new hotel space. Rates in the Northeast may rise at a somewhat higher clip (7%-8%), since this region has not experienced an oversupply situation to the extent that places like Houston, Atlanta, and other Sunbelt locations have in recent years.

Overall, the estimated increase of 3.8% in this year's **Selling Cost Index** is a far cry from the double-digit increases that were recorded in the late seventies and early eighties and is in line with today's lower rates of inflation and a generally healthier economy.



Source: Sales and Marketing Management's *1987 Survey of Selling Costs*

High-cost markets and low-cost markets

Highest sales costs			Lowest sales costs		
Rank	Metro Area	1986 Per Diem Index U.S. = 100	Rank	Metro Area	1986 Per Diem Index U.S. = 100
1.	New York	[illegible]	[illegible]	Canton, OH	72
2.	San Francisco	[illegible]	[illegible]	Omaha, NE	73
3.	[illegible]	[illegible]	[illegible]	Little Rock, AR	75
4.	[illegible]	[illegible]	[illegible]	Dayton, OH	[illegible]
5.	[illegible]	[illegible]	[illegible]	Memphis, TN	77
6.	Boston	[illegible]	91.	Louisville, KY	78
7.	Los Angeles	[illegible]	80.	Des Moines	79
8.	[illegible]	[illegible]	79.	Springfield, IL	[illegible]
9.	Newark, NJ	[illegible]	78.	Tulsa, OK	[illegible]
10.	San Jose, CA	121	77.	Wichita, KS	[illegible]

Source: Sales and Marketing Management's *1987 Survey of Selling Costs*

Where sales costs are rising the fastest

	Per Diem % Increase	
Metro Area	1985-86	1984-85
San Antonio, TX	22.5%	– 0.3%
Atlanta	20.0	10.5
Detroit	18.8	4.5
San Jose, CA	17.6	11.3
New York City	16.1	3.7
Buffalo	15.6	2.1
Honolulu	15.1	18.5
Philadelphia	14.8	6.9
Nashville, TN	14.2	6.1
Hartford, CT	13.7	3.5
U.S.	7.1%	6.7%

Note: Although U.S. per diem costs (meals & lodging) rose 7.1% last year as opposed to 6.7% in 1985, selected metro areas showed increases significantly higher than the average.
Source: Sales and Marketing Management's 1987 Survey of Selling Costs

Metro sales costs

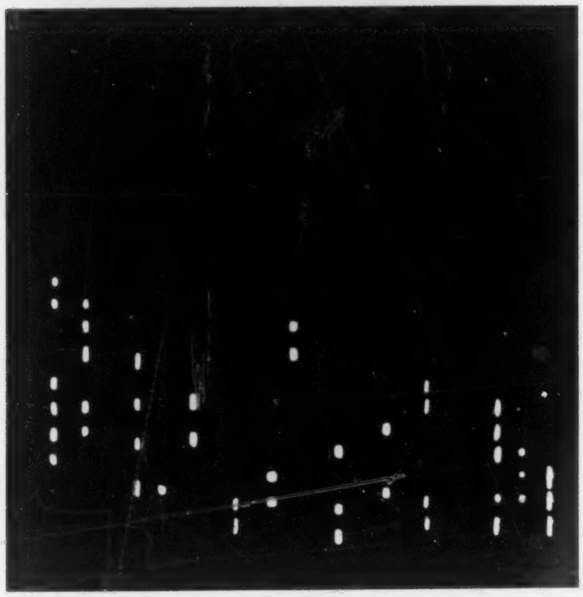


TABLE II-1 **Selling costs in 88 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
ALABAMA								
Birmingham	Average $57.80 Range $38.00–$87.00	B $ 6.65 L $ 6.65 D $16.60	$ 87.70	10.5%	**94**	$5.90	Limo: None Taxi: $6.00 Dist.: 5 mi. NE Time: 15–20 min.	$43.30
ARIZONA								
Phoenix-Scottsdale	Average $60.70 Range $22.00–$170.00	B $ 5.70 L $ 7.30 D $14.95	88.65	5.3	**95**	5.50	Limo: $5.50 Taxi: $8.50 Dist.: 4 mi. SE Time: 10–15 min.	43.63
Tucson	Average $60.80 Range $31.00–$260.00	B $ 5.80 L $ 7.70 D $16.90	91.20	9.2	**98**	5.00	Limo: $6.75 Taxi: $12.00 Dist.: 10 mi. S Time: 20 min.	38.96
ARKANSAS								
Little Rock-North Little Rock	Average $47.25 Range $36.00–$64.00	B $ 3.60 L $ 5.50 D $13.35	69.70	−2.1	**75**	5.50	Limo: $3.00 Taxi: $4.50 Dist.: 3.5 mi. SE Time: 10–15 min.	46.98
CALIFORNIA								
Anaheim-Santa Ana	Average $65.45 Range $34.00–$126.00	B $ 4.60 L $ 9.68 D $14.95	94.70	11.0	**102**	5.50	Limo: $4.10 Taxi: $25.00 Dist.: 10 mi. S Time: 20–30 min.	45.99
Fresno	Average $46.85 Range $20.00–$75.00	B $ 5.60 L $ 9.20 D $17.70	79.35	2.6	**85**	4.50	Limo: None Taxi: $12.00 Dist.: 7 mi. NE Time: 15 min.	46.83
Los Angeles-Long Beach	Average $80.25 Range $49.00–$175.00	B $ 7.25 L $11.05 D $24.50	123.05	2.8	**132**	6.50	Limo: $6.30 Taxi: $25.00 Dist.: 15 mi. SW Time: 35–45 min.	44.65
Oakland	Average $71.70 Range $43.00–$114.00	B $ 5.55 L $ 9.40 D $17.30	103.95	9.9	**111**	5.50	Limo: None Taxi: $14.00 Dist.: 11 mi. SE Time: 10–15 min.	41.99
Oxnard-Ventura	Average $56.40 Range $20.00–$135.00	B $ 5.10 L $ 7.55 D $16.60	85.65	0.7	**92**	5.50	Limo: None Taxi: $5.50 Dist.: 1 mi. S Time: 5 min.	42.99

N.A.—Not Available

DEFINITIONS: **Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal Costs:** A 15% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1985 to 1986 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Fare information is for first city in metro area title. Driving times are approximate. **Auto rental:** Costs are based upon the averaged daily rates of three major companies. All rates offer 100 miles free.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses.

Median is the dollar amount that has an equal number of responses above and below it.

Sources: Sales and Marketing Management; American Hotel Assn.: *1986–1987 Hotel & Motel Red Book;* Crampton Associates, Inc.: *How to Get From the Airport to the City All Around the World,* © 1986 Crampton Associates, Homewood, IL 60430.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Riverside-San Bernardino	Average $56.25 Range $41.00–$86.00	B $ 5.00 L $ 6.85 D $10.35	$ 78.45	11.0%	**84**	$5.25	Limo: None Taxi: $30.00 Dist.: 15 mi. NW Time: 20 min.	$43.99
Sacramento	Average $51.80 Range $26.00–$77.00	B $ 4.85 L $ 7.45 D $15.00	79.10	9.8	**85**	4.50	Limo: $5.50 Taxi: $21.00 Dist.: 11 mi. NW Time: 15–25 min.	41.66
San Diego	Average $66.20 Range $28.00–$125.00	B $ 6.35 L $10.20 D $15.45	98.20	5.8	**105**	4.50	Limo: None Taxi: $5.50 Dist.: 2 mi. NW Time: 5–10 min.	43.98
San Francisco	Average $86.50 Range $35.00–$200.00	B $13.05 L $14.10 D $35.25	148.90	9.7	**160**	9.00	Limo: $6.00 Taxi: $23.75 Dist.: 14 mi. S Time: 20–35 min.	42.66
San Jose	Average $81.00 Range $42.00–$160.00	B $ 6.10 L $ 9.40 D $16.55	113.05	17.6	**121**	5.50	Limo: None Taxi: $6.75 Dist.: 3 mi. NW Time: 10 min.	42.99
COLORADO								
Boulder	Average $59.00 Range $32.00–$97.00	B $ 6.00 L $ 7.65 D $13.25	85.90	11.2	**92**	5.50	Limo: None Taxi: $38.00 Dist.: 30 mi. NW Time: 45 min.	44.33
Denver	Average $74.05 Range $25.00–$185.00	B $ 7.35 L $ 8.75 D $17.05	107.20	11.3	**115**	6.00	Limo: $5.00 Taxi: $9.00 Dist.: 7 mi. NE Time: 15–20 min.	40.63
CONNECTICUT								
Bridgeport-Stamford-Norwalk-Danbury	Average $72.40 Range $41.00–$109.00	B $ 4.10 L $ 8.20 D $16.25	100.95	5.4	**108**	4.75	Limo: $5.00 Taxi: $5.90 Dist.: 4 mi. SE Time: 10 min.	43.45
Hartford-New Britain-Middletown-Bristol	Average $71.80 Range $29.00–$135.00	B $ 5.20 L $ 7.05 D $19.80	103.85	13.7	**111**	5.15	Limo: $5.00 Taxi: $18.00 Dist.: 14 mi. N Time: 15–25 min.	49.30
New Haven-Waterbury-Meriden	Average $57.70 Range $32.00–$80.00	B $ 4.95 L $ 6.30 D $18.00	86.95	9.0	**93**	5.25	Limo: None Taxi: $6.00 Dist.: 3.5 mi. SE Time: 15 min.	42.27
DELAWARE								
Wilmington	Average $73.30 Range $49.00–$95.00	B $ 5.10 L $ 6.95 D $15.85	101.20	6.4	**109**	4.75	Limo: None Taxi: $10.00 Dist.: 5 mi. SW Time: 20 min.	43.50
DISTRICT OF COLUMBIA								
Washington	Average $88.55 Range $49.00–$164.00	B $ 8.00 L $12.90 D $20.90	130.35	3.1	**140**	6.00	**National** Limo: $5.00 Taxi: $6.70 Dist.: 4 mi. S Time: 20 min. **Dulles** Limo: $10.00 Taxi: $30.00 Dist.: 26 mi. W Time: 45–60 min.	51.98

TABLE II-1 **Selling costs in 88 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
FLORIDA								
Fort Lauderdale	Average $70.00 Range $30.00–$135.00	B $ 4.40 L $ 5.50 D $16.85	$ 96.75	5.9%	**104**	$5.00	Limo: $5.00[1] Taxi: $6.00 Dist.: 4 mi. S Time: 10 min.	$37.63
Jacksonville	Average $53.40 Range $24.00–$99.00	B $ 4.25 L $ 6.05 D $15.80	79.50	1.8	**85**	5.50	Limo: $8.00 Taxi: $19.00 Dist.: 17 mi. N Time: 30–40 min.	41.28
Miami-Hialeah	Average $77.61 Range $39.00–$135.00	B $ 5.95 L $ 9.00 D $18.60	111.15	6.2	**119**	7.25	Limo: $6.75 Taxi: $11.00 Dist.: 7 mi. NW Time: 30–40 min.	38.95
Orlando	Average $65.25 Range $42.00–$95.00	B $ 5.65 L $ 7.15 D $16.00	94.05	2.1	**101**	5.50	Limo: $10.00 Taxi: $13.00 Dist.: 10 mi. S Time: 15–20 min.	38.95
Tampa-St. Petersburg-Clearwater	Average $62.25 Range $24.00–$125.00	B $ 5.95 L $ 6.95 D $17.40	92.55	4.5	**99**	5.70	Limo: $3.50 Taxi: $10.00 Dist.: 5 mi. NW Time: 10–15 min.	37.30
West Palm Beach-Boca Raton-Delray Beach	Average $59.95 Range $29.00–$110.00	B $ 5.70 L $ 7.75 D $17.95	91.35	10.7	**98**	6.00	Limo: None Taxi: $7.00 Dist.: 3 mi. W Time: 15 min.	40.95
GEORGIA								
Atlanta	Average $92.45 Range $45.00–$139.00	B $ 6.25 L $ 9.10 D $28.80	136.60	20.0	**146**	6.50	Limo: $6.00 Taxi: $13.50 Dist.: 8 mi. SW Time: 20–30 min.	46.33
HAWAII								
Honolulu	Average $81.75 Range $30.00–$150.00	B $ 8.35 L $ 8.45 D $23.30	121.85	15.1	**131**	7.50	Limo: $5.00 Taxi: $8.50 Dist.: 4.5 mi. NW Time: 10–15 min.	45.96
ILLINOIS								
Chicago	Average $101.50 Range $58.00–$150.00	B $ 5.80 L $ 7.95 D $22.60	137.85	8.3	**148**	5.50	**O'Hare** Limo: $9.00 Taxi: $19.50 Dist.: 18 mi. NW Time: 45–65 min. **Midway** Limo: $8.00 Taxi: $14.50 Dist.: 10 mi. SW Time: 25–40 min.	46.96
Springfield	Average $46.95 Range $28.00–$105.00	B $ 5.00 L $ 6.85 D $16.00	74.80	12.0	**80**	3.75	Limo: None Taxi: $5.15 Dist.: 3 mi. N Time: 15 min.	47.98
INDIANA								
Indianapolis	Average $57.65 Range $24.00–$95.00	B $ 5.10 L $ 6.05 D $10.10	78.90	9.5	**85**	4.00	Limo: $8.50 Taxi: $7.25 Dist.: 7 mi. SW Time: 15 min.	42.63

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[1] Minimum two passengers.

TABLE II-1 **Selling costs in 88 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
IOWA								
Des Moines	Average $46.65 Range $23.00–$70.00	B $ 6.15 L $ 6.60 D $13.90	$ 73.30	4.3%	**79**	$5.00	Limo: None Taxi: $8.00 Dist.: 5.5 mi. SW Time: 15–20 min.	$37.63
KANSAS								
Wichita	Average $56.30 Range $28.00–$125.00	B $ 3.80 L $ 5.50 D $ 9.55	75.15	5.3	**81**	5.00	Limo: None Taxi: $7.50 Dist.: 6 mi. SW Time: 25–30 min.	40.62
KENTUCKY								
Louisville	Average $49.65 Range $24.00–$105.00	B $ 4.25 L $ 5.95 D $12.25	72.50	0.5	**78**	3.15	Limo: $4.50 Taxi: $9.50 Dist.: 5 mi. S Time: 15–20 min.	46.99
LOUISIANA								
New Orleans	Average $71.90 Range $29.00–$155.00	B $ 5.80 L $11.10 D $20.50	109.30	5.7	**117**	5.50	Limo: $7.00 Taxi: $18.00 Dist.: 14 mi. W Time: 30–40 min.	45.30
MARYLAND								
Baltimore	Average $63.75 Range $40.00–$115.00	B $ 6.90 L $ 7.80 D $16.50	94.95	1.8	**102**	5.15	Limo: $6.00 Taxi: $12.00 Dist.: 10. mi. SW Time: 30–40 min.	49.62
MASSACHUSETTS								
Boston	Average $91.80 Range $46.00–$145.00	B $ 4.30 L $ 9.50 D $19.00	124.60	8.1	**134**	5.00	Limo: $5.25 Taxi: $11.00 Dist.: 3 mi. NE Time: 30–40 min.	50.28
New Bedford-Fall River-Attleboro	Average $49.35 Range $37.00–$65.00	B $ 5.00 L $ 9.10 D $13.90	77.35	6.0	**83**	4.95	Limo: None Taxi: $5.00 Dist.: 2.5 mi. N Time: 15 min.	49.63
Springfield	Average $53.20 Range $42.00–$84.00	B $ 4.35 L $ 6.75 D $14.65	78.95	4.6	**85**	5.50	Limo: $6.00 Taxi: $23.50 Dist.: 18 mi. S Time: 30 min.	44.63
Worcester-Fitchburg-Leominster	Average $66.20 Range $48.00–$95.00	B $ 4.75 L $ 6.85 D $18.50	96.30	7.4	**103**	5.50	Limo: None Taxi: $8.00 Dist.: 5 mi. W Time: 20 min.	54.00

N.A.—Not Available

DEFINITIONS: **Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal Costs:** A 15% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1985 to 1986 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Fare information is for first city in metro area title. Driving times are approximate. **Auto rental:** Costs are based upon the averaged daily rates of three major companies. All rates offer 100 miles free.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses.
Median is the dollar amount that has an equal number of responses above and below it.

Sources: Sales and Marketing Management; American Hotel Assn.: *1986–1987 Hotel & Motel Red Book;* Crampton Associates, Inc.: *How to Get From the Airport to the City All Around the World*, © 1986 Crampton Associates, Homewood, IL 60430.

TABLE II-1 **Selling costs in 88 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
MICHIGAN								
Detroit	Average $66.00 Range $25.00–$165.00	B $ 7.00 L $ 9.65 D $22.60	$105.25	18.8%	**113**	$5.50	Limo: $7.00 Taxi: $22.50 Dist.: 19 mi. SW Time: 30–45 min.	$53.30
Grand Rapids	Average $50.00 Range $25.00–$76.00	B $ 4.70 L $ 8.25 D $14.90	77.85	3.3	**83**	5.70	Limo: None Taxi: $10.00 Dist.: 10 mi. SE Time: 20–25 min.	45.62
MINNESOTA								
Minneapolis-St. Paul	Average $72.90 Range $30.00–$129.00	B $ 6.65 L $ 9.60 D $16.65	105.80	8.4	**113**	5.30	Limo: $6.50 Taxi: $16.50 Dist.: 13 mi. SE Time: 20–30 min.	40.28
MISSOURI								
Kansas City	Average $60.60 Range $29.00–$135.00	B $ 5.35 L $ 8.05 D $14.25	88.25	7.5	**95**	5.00	Limo: $8.50 Taxi: $24.00 Dist.: 18 mi. NW Time: 35–50 min.	46.30
St. Louis	Average $61.60 Range $35.00–$93.00	B $ 5.75 L $ 9.35 D $16.10	92.80	0.9	**99**	5.00	Limo: $5.90 Taxi: $18.00 Dist.: 13 mi. NW Time: 20–30 min.	42.63
NEBRASKA								
Omaha	Average $42.90 Range $28.00–$75.00	B $ 5.75 L $ 7.30 D $12.05	68.00	0.3	**73**	3.50	Limo: None Taxi: $5.50 Dist.: 5 mi. NE Time: 5–10 min.	41.30
NEVADA								
Las Vegas	Average $58.25 Range $18.00–$100.00	B $ 3.85 L $ 8.40 D $15.25	85.75	0	**92**	5.00	Limo: $4.00 Taxi: $14.00 Dist.: 7 mi. S Time: 35–45 min.	42.63
NEW JERSEY								
Jersey City-Bergen-Passaic	Average $59.90 Range $39.00–$100.00	B $ 4.50 L $ 9.25 D $17.75	91.40	12.4	**98**	5.50	Limo: None Taxi: $20.00 Dist.: 9 mi. W Time: 40 min.	N.A.
Long Branch-Asbury Park	Average $56.00 Range $45.00–$82.00	B $ 7.20 L $ 6.90 D $18.80	88.90	7.1	**95**	5.00	Limo: None Taxi: $39.00 Dist.: 45 mi. NW Time: 60 min.	N.A.
New Brunswick-Perth Amboy-Sayreville	Average $77.20 Range $48.00–$114.00	B $ 4.35 L $ 5.55 D $17.35	104.45	5.9	**112**	5.00	Limo: $12.00 Taxi: $36.00 Dist.: 23 mi. NW Time: 40 min.	43.82
Newark	Average $81.60 Range $70.00–$109.00	B $ 5.75 L $ 7.25 D $22.65	117.25	11.7	**126**	5.90	Limo: 5.00 Taxi: $10.00 Dist.: 3 mi. S Time: 20 min.	53.99

N.A.—Not Available.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
NEW MEXICO								
Albuquerque	Average $50.10 Range $16.00–$82.00	B $ 6.35 L $ 9.30 D $14.70	$ 80.45	8.4%	**86**	$7.50	Limo: $4.50 Taxi: $8.25 Dist.: 4.3 mi. SE Time: 15–20 min.	$42.63
NEW YORK								
Albany-Schenectady-Troy	Average $60.20 Range $34.00–$110.00	B $ 4.20 L $ 6.95 D $15.25	86.60	11.5	**93**	4.50	Limo: $4.90 Taxi: $9.90 Dist.: 10 mi. NW Time: 20 min.	44.98
Buffalo	Average $53.40 Range $29.00–$95.00	B $ 6.10 L $ 8.75 D $18.10	86.35	15.6	**93**	4.90	Limo: $5.00 Taxi: $13.00 Dist.: 8 mi. NE Time: 20–30 min.	45.98
Nassau-Suffolk (Long Island)	Average $65.55 Range $34.00–$91.00	B $ 5.55 L $10.50 D $20.90	102.50	11.4	**110**	6.00	Limo: (Varies Taxi: between Dist.: airport and Time: destination)	49.66
New York	Average $105.50 Range $72.00–$200.00	B $10.15 L $16.00 D $30.80	162.45	16.1	**174**	8.50	↑ **La Guardia** Limo: $6.00 Taxi: $12.00 Dist.: 8 mi. NE Time: 20–40 min. **Kennedy** Limo: $8.00 Taxi: $27.00 Dist.: 15 mi. SE Time: 35–60 min. **Newark** Limo: $5.00 Taxi: $32.50 Dist.: 16 mi. SW Time: 30–45 min.	53.31
Rochester	Average $56.00 Range $23.00–$129.00	B $ 5.75 L $ 9.50 D $18.30	89.55	6.4	**96**	5.50	Limo: None Taxi: $8.50 Dist.: 5 mi. SW Time: 10–20 min.	48.65
Syracuse	Average $56.70 Range $26.00–$109.00	B $ 6.10 L $ 7.75 D $16.30	86.85	7.3	**93**	4.90	Limo: None Taxi: $11.00 Dist.: 9 mi. NE Time: 15–20 min.	45.99
NORTH CAROLINA								
Charlotte-Gastonia-Rock Hill	Average $53.40 Range $22.00–$105.00	B $ 6.55 L $ 7.45 D $15.50	82.90	-0.4	**89**	5.75	Limo: $4.20 Taxi: $10.00 Dist.: 8 mi. W Time: 20–25 min.	45.98
Greensboro-Winston-Salem-High Point	Average $54.65 Range $25.00–$95.00	B $ 4.80 L $ 8.70 D $15.95	84.10	8.8	**90**	5.60	Limo: $6.75 Taxi: $11.00 Dist.: 9 mi. W Time: 10–20 min.	44.98
OHIO								
Akron	Average $54.50 Range $25.00–$90.00	B $ 4.20 L $ 5.50 D $15.25	79.45	7.2	**85**	4.75	Limo: $10.25 Taxi: $27.00 Dist.: 15 mi. SE Time: 20–30 min.	56.99
Canton	Average $46.86 Range $26.95–$67.00	B $ 3.25 L $ 5.95 D $11.35	67.40	0.2	**72**	4.25	Limo: None Taxi: $14.00 Dist.: 10 mi. NW Time: 15–20 min.	56.99

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Cincinnati	Average $51.28 Range $27.00–$80.00	B $ 5.55 L $10.20 D $16.80	$ 83.85	8.2%	**90**	$5.25	Limo: $6.00 Taxi: $14.00 Dist.: 13 mi. SW Time: 20–30 min.	$40.66
Cleveland	Average $52.71 Range $30.00–$94.00	B $ 5.00 L $ 8.50 D $20.60	86.80	13.0	**93**	5.00	Limo: None Taxi: $16.00 Dist.: 10 mi. SW Time: 20–40 min.	54.33
Columbus	Average $51.50 Range $22.00–$85.00	B $ 5.30 L $ 7.40 D $18.90	83.10	8.0	**89**	5.00	Limo: $4.75 Taxi: $11.50 Dist.: 7 mi. E Time: 15 min.	51.33
Dayton-Springfield	Average $46.60 Range $28.00–$90.00	B $ 4.80 L $ 5.45 D $12.70	69.55	8.1	**75**	3.50	Limo: $7.00 Taxi: $11.50 Dist.: 12.5 mi. N Time: 20–25 min.	44.33
Toledo	Average $57.80 Range $34.00–$89.00	B $ 3.80 L $ 6.05 D $15.70	83.35	0.4	**90**	4.80	Limo: $13.00 Taxi: $24.00 Dist.: 17 mi. SW Time: 20–30 min.	43.99
OKLAHOMA								
Oklahoma City	Average $48.65 Range $21.00–$105.00	B $ 5.05 L $ 8.00 D $15.35	77.05	-0.4	**83**	5.70	Limo: $5.75 Taxi: $11.50 Dist.: 11 mi. SW Time: 15–25 min.	43.99
Tulsa	Average $52.13 Range $23.00–$130.00	B $ 4.10 L $ 5.30 D $13.15	74.70	3.7	**80**	5.50	Limo: $8.00 Taxi: $10.00 Dist.: 9 mi. NE Time: 20–30 min.	47.31
OREGON								
Portland	Average $63.68 Range $30.00–$135.00	B $ 4.90 L $ 5.80 D $14.50	88.90	3.8	**95**	4.00	Limo: $5.00 Taxi: $16.50 Dist.: 9 mi. NE Time: 25–30 min.	48.33
PENNSYLVANIA								
Harrisburg-Lebanon-Carlisle	Average $59.94 Range $32.00–$91.00	B $ 5.15 L $ 6.60 D $15.55	87.25	10.9	**94**	5.00	Limo: None Taxi: $14.50 Dist.: 9 mi. S Time: 45 min.	48.31
Philadelphia	Average $71.56 Range $47.00–$99.00	B $ 7.30 L $ 9.80 D $21.70	110.35	14.8	**118**	5.00	Limo: $5.00 Taxi: $14.00 Dist.: 8 mi. SW Time: 30–40 min.	49.33
Pittsburgh	Average $71.10 Range $49.00–$113.00	B $ 6.40 L $ 8.10 D $20.10	105.70	12.5	**113**	5.75	Limo: $7.50 Taxi: $27.00 Dist.: 14 mi. W Time: 35–40 min.	50.33
RHODE ISLAND								
Providence-Pawtucket-Woonsocket	Average $69.50 Range $43.00–$94.00	B $ 4.40 L $ 6.70 D $12.75	93.35	0.9	**100**	4.75	Limo: $5.75 Taxi: $14.00 Dist.: 7 mi. S Time: 15–20 min.	46.99

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–1986	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
TENNESSEE								
Memphis	Average $45.00 Range $28.00–$66.00	B $ 4.25 L $ 7.40 D $15.15	$71.80	0.7%	**77**	$5.50	Limo: $5.00 Taxi: $15.00 Dist.: 9 mi. SE Time: 15–20 min.	$48.99
Nashville-Davidson	Average $52.80 Range $30.00–$83.00	B $ 5.50 L $ 8.95 D $19.60	86.85	14.2	**93**	6.00	Limo: None Taxi: $10.00 Dist.: 6 mi. SE Time: 20–25 min.	43.66
TEXAS								
Austin	Average $67.25 Range $44.00–$104.00	B $ 6.55 L $ 9.35 D $16.00	99.15	0.2	**106**	5.65	Limo: None Taxi: $6.50 Dist.: 4 mi. NE Time: 10–20 min.	46.65
Dallas	Average $64.86 Range $38.00–$135.00	B $ 5.15 L $10.00 D $21.15	101.15	4.8	**108**	7.50	Limo: $8.00 Taxi: $21.50 Dist.: 21 mi. NW Time: 25–40 min.	50.99
Fort Worth-Arlington	Average $50.56 Range $31.00–$90.00	B $ 6.55 L $ 8.10 D $13.50	81.50	1.7	**87**	5.00	Limo: $6.00 Taxi: $21.50 Dist.: 24 mi. NE Time: 30–40 min.	50.99
Houston	Average $67.21 Range $32.00–$160.00	B $ 6.40 L $ 9.70 D $16.90	95.20	−1.1	**102**	5.40	Limo: $6.50 Taxi: $22.50 Dist.: 22 mi. N Time: 30–50 min.	47.66
San Antonio	Average $54.35 Range $30.00–$129.00	B $ 5.50 L $ 7.35 D $22.50	89.70	22.5	**96**	7.00	Limo: $5.00 Taxi: $10.75 Dist.: 8 mi. N Time: 15–20 min.	45.33
UTAH								
Salt Lake City-Ogden	Average $51.55 Range $26.30–$95.00	B $ 5.70 L $ 6.70 D $13.90	77.85	0.†	**83**	3.75*	Limo: None Taxi: $8.75 Dist.: 6 mi. NW Time: 15–20 min.	49.31
VIRGINIA								
Norfolk-Virginia Beach-Newport News	Average $57.50 Range $26.00–$145.00	B $ 4.75 L $ 6.20 D $17.30	85.75	5.1	**92**	5.00	Limo: $4.75 Taxi: $14.00 Dist.: 6 mi. NE Time: 15–25 min.	47.99
WASHINGTON								
Seattle	Average $72.20 Range $30.00–$180.00	B $ 5.60 L $ 8.35 D $15.50	101.65	4.5	**109**	5.25	Limo: $5.00 Taxi: $23.00 Dist.: 13 mi. S Time: 20–30 min.	48.66
WISCONSIN								
Milwaukee	Average $54.10 Range $25.00–$100.00	B $ 5.45 L $ 7.60 D $13.80	80.95	2.5	**87**	5.00	Limo: $6.50 Taxi: $16.00 Dist.: 7 mi. S Time: 15–25 min.	47.99

*In Salt Lake City, only private clubs may serve mixed drinks. In public restaurants, drinks may be purchased via a pour-your-own minibottle plus a setup fee.

TABLE II-2 **Selling costs in major Canadian markets***

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Calgary, Alberta	Average $76.40 Range $36.00-$120.00	B $5.95 L $7.80 D $12.30	$102.45	2.2%	89	$6.25	Limo: $5.00 Taxi: $15.00 Dist.: 5 mi. NE Time: 30 min.	N.A.
Montreal, Quebec	Average $87.25 Range $34.00-$160.00	B $7.00 L $14.65 D $18.00	126.90	2.6	111	9.55	Limo: $6.00 Taxi: $19.00 Dist.: 14 mi. W Time: 20–30 min.	N.A.
Ottawa, Ontario	Average $74.00 Range $50.00-$125.00	B $6.70 L $9.45 D $18.55	108.70	10.1	95	6.30	Limo: $4.50 Taxi: $14.50 Dist.: 5 mi. S Time: 20–30 min.	N.A.
Toronto, Ontario	Average $92.20 Range $55.00-$137.00	B $8.35 L $9.40 D $17.70	127.65	9.6	111	6.50	Limo: $7.00 Taxi: $20.00[1] Dist.: 18 mi. NW Time: 30–45 min.	N.A.
Vancouver, British Columbia	Average $91.00 Range $47.00-$190.00	B $8.25 L $11.60 D $20.00	130.85	9.7	114	8.75	Limo: $5.75 Taxi: $15.00 Dist.: 11 mi. SW Time: 30–40 min.	N.A.
Winnipeg, Manitoba	Average $65.70 Range $34.00-$125.00	B $6.00 L $7.55 D $12.40	91.65	−1.7	80	8.05	Limo: $7.00 Taxi: $7.00 Dist.: 4 mi. W Time: 15 min.	N.A.

*In Canadian dollars

[1] Represents fare for four riders.

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TABLE II-3 **Meal & lodging tax rates by metropolitan market**

U.S. Metro Area	Lodging Tax	Meal Tax
Akron	11.5%	5.5%
Albany-Schenectady-Troy	10.0	7.0
Albuquerque	9.756	4.7
Anaheim-Santa Ana	8.0	6.0
Atlanta	8.0	5.0
Austin	11.0	6.125
Baltimore	12.0	5.0
Birmingham	7.0	7.0
Boston	9.7	5.0
Boulder	9.2	5.85
Bridgeport-Stamford-Norwalk-Danbury	7.5	7.5
Buffalo	11.0	8.0
Canton	11.0	5.0
Charlotte-Gastonia-Rock Hill	7.5	4.5
Chicago	10.25	8.0
Cincinnati	10.0%	5.5%
Cleveland	12.5	6.5
Columbus	11.5	5.5
Dallas	9.0	6.0
Dayton-Springfield	12.0	6.0
Denver	11.7	7.2
Des Moines	11.0	4.0
Detroit	10.0	4.0
Fort Lauderdale-Hollywood-Pompano Beach	7.0	5.0
Fort Worth-Arlington	11.0	5.25
Fresno	9.0	6.0
Grand Rapids	7.0	4.0
Greensboro-Winston-Salem-High Point	8.0	5.0
Harrisburg-Lebanon-Carlisle	6.0	6.0
Hartford-New Britain-Bristol-Middletown	7.5%	7.5%
Honolulu	9.0	4.16
Houston	11.0	6.125
Indianapolis	10.0	6.0
Jacksonville	9.0	5.0
Jersey City-Bergen-Passaic	6.0	6.0
Kansas City	9.725	7.0
Las Vegas	7.0	5.75
Little Rock-North Little Rock	7.0	7.0
Long Branch-Asbury Park	6.0	6.0
Los Angeles-Long Beach	11.0	6.5
Louisville	9.2	5.0
Memphis	12.75	7.75
Miami-Hialeah	10.0	5.0
Milwaukee	11.0	5.0
Minneapolis-St. Paul	9.0	6.0
Nashville-Davidson	11.75	7.75
Nassau-Suffolk (Long Island)	8.0	8.25[1]
New Bedford-Fall River-Attleboro	5.7	5.0
New Brunswick-Perth Amboy-Sayreville	6.0	6.0
New Haven-Waterbury-Meriden	7.5	7.5
New Orleans	11.0	9.0
New York	13.25	8.25
	(Plus $2 Surcharge)	
Newark	7.0	6.0
Norfolk-Virginia Beach-Newport News	7.0	8.0
Oakland	8.0	6.5
Oklahoma City	7.25	5.25
Omaha	8.0	5.0
Orlando	8.0	5.0
Oxnard-Ventura	9.0	6.0
Philadelphia	11.0	6.0
Phoenix-Scottsdale	7.7	6.0
Pittsburgh	9.0	6.0
Portland	7.0	—
Providence-Pawtucket-Woonsocket	10.0	6.0
Riverside-San Bernardino	8.0	6.0
Reno	7.0	6.0
Rochester	10.0	7.0
Sacramento	10.0	6.0
St. Louis	9.85	7.0
Salt Lake City-Ogden	9.85	5.75
San Antonio	11.0	6.0
San Diego	7.0	6.0
San Francisco	11.0	6.5
San Jose	8.0	7.0
Seattle	12.9	7.9
Springfield, IL	10.0	7.0
Springfield, MA	5.7	5.0
Syracuse	10.0	7.0
Tampa-St. Petersburg-Clearwater	8.25	5.25
Toledo	12.0	5.5
Tucson	8.0	7.0
Tulsa	11.25	6.25
Washington, DC	10.0	8.0
	(Plus $1 surcharge)	
West Palm Beach-Boca Raton-DelRay Beach	7.0	5.0
Wichita	10.0	5.0
Wilmington	6.0	—
Worcester-Fitchburg-Leominster	9.7	5.0

Note: Tax rates are for the first city in a given metro area. Suburban areas may vary.

[1] Average for establishments polled by S&MM. Rates may vary slightly among the townships in the two counties.

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Compensation

Definitions of sales personnel

Sales trainee: Anyone at an entry level who is in the process of learning about the company's products, services, and policies in preparation for a regular sales assignment.

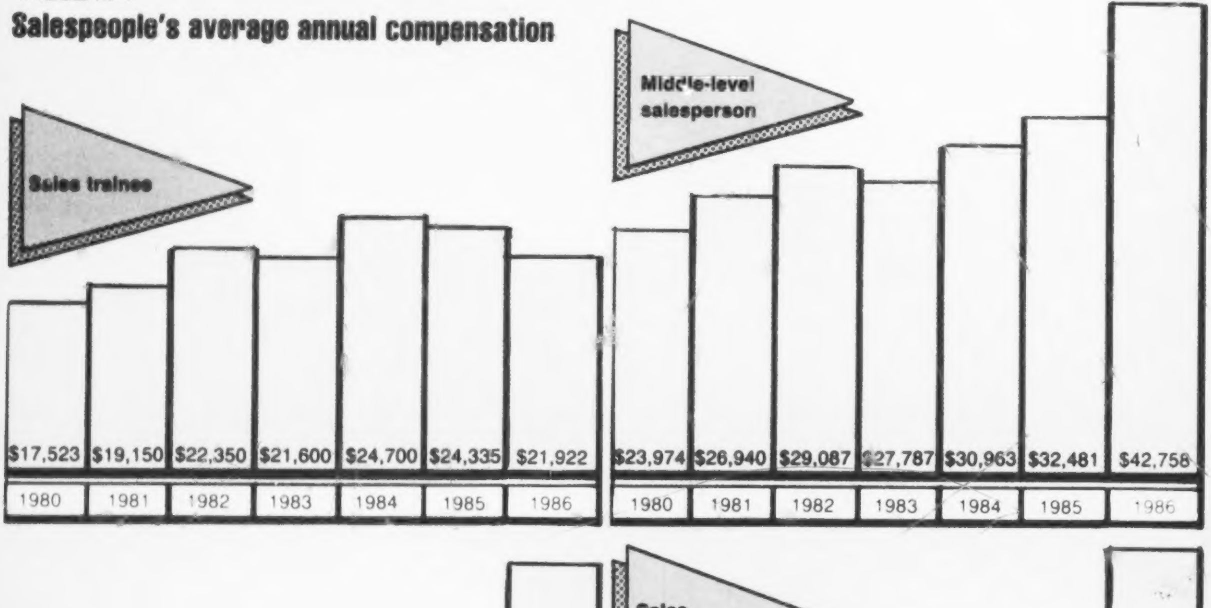
Middle-level salesperson: A "regular" salesperson with selling experience ranging from a beginner, who primarily contacts already-established customers and accounts, to more experienced field sales personnel, who have a broad knowledge of products and/or services and are selling in established territories as well as developing new prospects.

Top-level salesperson: A salesperson at the highest level of selling responsibility who is completely familiar with the company's products, services, and policies. A salesperson at this level usually has many years of experience and is assigned to a company's major accounts or territories.

Sales supervisor: A veteran who, due to his ability and experience, leads others. Although his primary function is to direct the activities of the sales force (and in some cases, to train salespeople), he may also retain certain key accounts.

TABLE III-1

Salespeople's average annual compensation



Notes: **Compensation** equals salary plus commissions and incentives but excludes T&E (travel and entertainment) expenses. Figures for the years 1980-85 apply to consumer goods, industrial goods, and "other," that is, insurance, transportation, utilities, and services, and represent medians as calculated by Executive Compensation Service, a subsidiary of the Wyatt Co. Figures for 1986 represent averages compiled by *Sales and Marketing Management* in a survey of consumer, industrial, and service companies. CAUTION: Due to this new benchmark, comparisons between 1986 and previous years should not be made, since the methods involved in gathering these data differ.

Definitions of sales-support personnel

Level I - Basic: Performs assigned tasks using established procedures that require little evaluation. Generally reports to a supervisor.

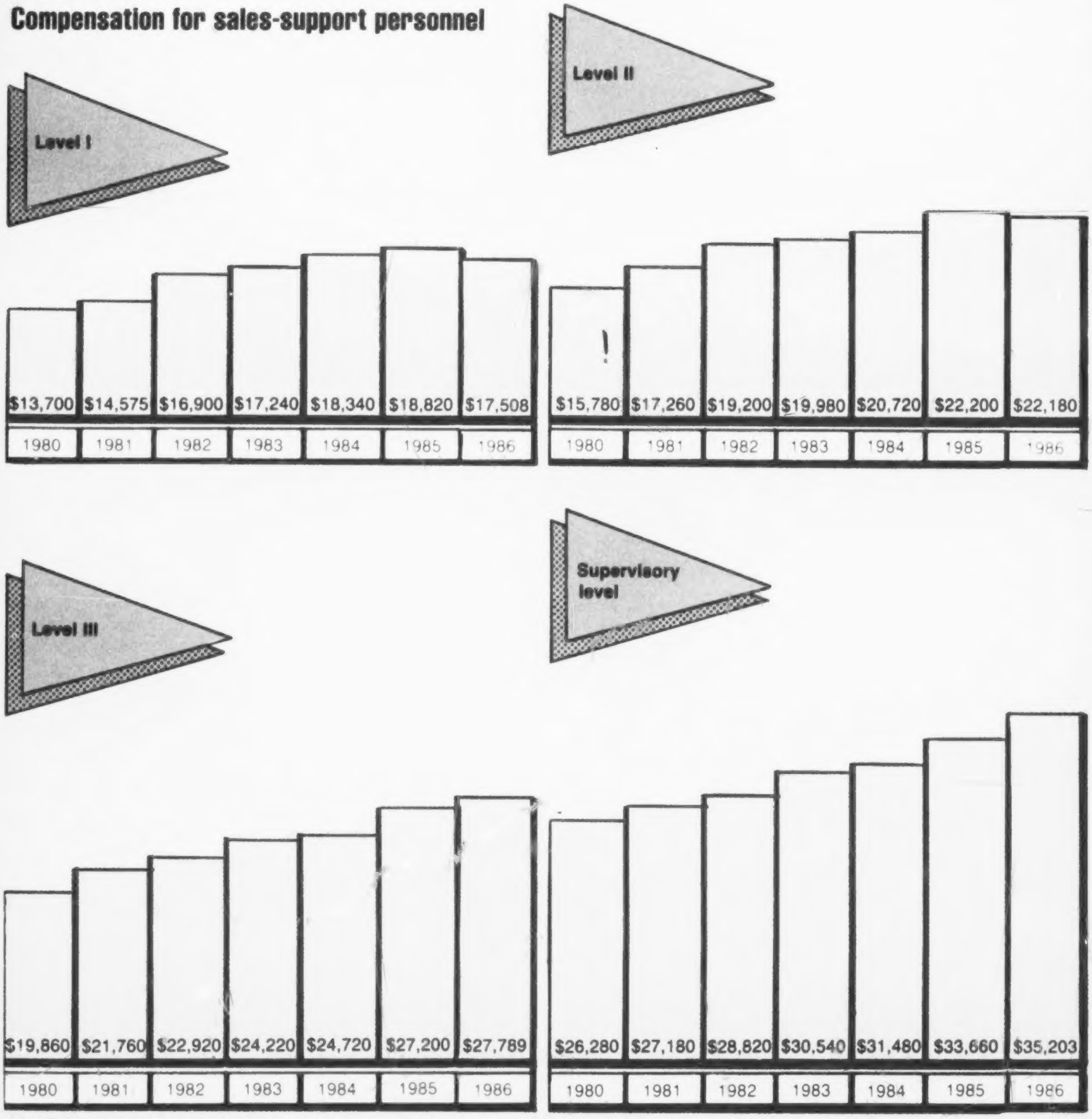
Level II - Intermediate: A worker who performs tasks involving limited responsibilities and standard procedures. Some originality is called for, although evaluation by supervisory personnel is still required.

Level III - Highest nonsupervisory: Expected to exercise considerable originality and, in some cases, make evaluations. Personnel at this level also assist in training and supervision of Level I employees.

Level IV - Supervisor: This individual's primary job is to direct others, assigning tasks and making evaluations. He also consults with superiors on more complex phases of assigned work.

TABLE III-2

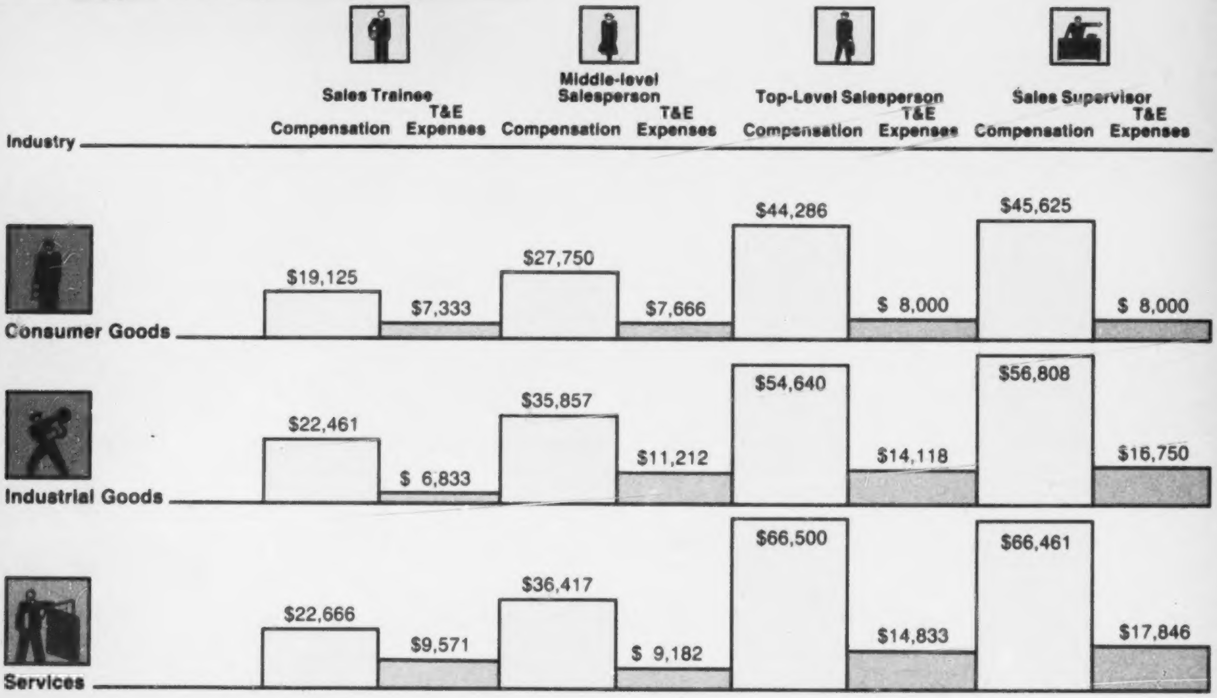
Compensation for sales-support personnel



Notes: **Sales-support personnel** include sales analysts, customer service representatives, sales correspondents, sales training reps, exhibit & display coordinators, etc. Figures for 1980-85 represent medians, as calculated by Executive Compensation Service, a subsidiary of the Wyatt Co. Figures for 1986 represent averages compiled by *Sales and Marketing Management* in a survey of consumer, industrial, and service companies. CAUTION: Due to this new benchmark, comparisons between 1986 and previous years should not be made, since the methods involved in gathering these data differ.

TABLE III-3

Salespeople's average 1986 compensation



Notes: **Compensation** includes base salary, commission, and bonus. **T&E Expenses** include travel, entertainment, food, and lodging costs.
Source: Sales and Marketing Management survey

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TABLE III-4

Total selling expenses for selected industries

Industry	Average Compensation	T&E Expenses	Total Expenses
Consumer			
Floor coverings	$40,500	$20,500	$61,000
Luggage	42,500	22,500	65,000
Office products	38,625	N.A.	N.A.
Publishing	34,200	10,500	44,700
Radio & TV equip.	41,750	15,250	57,000
Toys & sporting goods	30,500	20,500	51,000
Industrial			
Chemicals	$40,375	$17,750	$58,125
Computers	53,727	16,555	70,282
Electrical equip.	38,600	12,000	50,600
Electronics	28,000	5,500	33,500
Medical equip. & supplies	48,500	7,500	56,000
Packaging	48,740	7,000	55,740
Plastics	45,750	7,750	53,500
Pumps & pumping equip.	40,000	14,666	54,666
Service			
Business services	$50,500	$11,166	$61,666
Computer services	55,166	19,000	74,166
Insurance & investments	56,000	5,000	61,000

Notes: **Average Compensation** includes base salary, commission, and bonus. **T&E Expenses** include travel, entertainment, food, and lodging costs. N.A.—Not Available.
Source: Sales and Marketing Management survey.

TABLE III-5

Sales compensation practices

Description	Percentage Of Companies Using	Percent Using Point System	Percent Using Targets/Quotas
Salary & Bonus	45.9%	25.6%	94.9%
Salary & Commission	45.9	22.2	84.6
Commission Only	3.5	N.A.	66.7
Salary Only	4.7	N.A.	25.0

Note: In the case of the percentage of respondents using point systems or targets/quotas, totals may not add to 100% due to some companies' practice of combining these systems. N.A.—Not Available.
Source: A.S. Hansen, Inc. *Sales Compensation Survey 1986*

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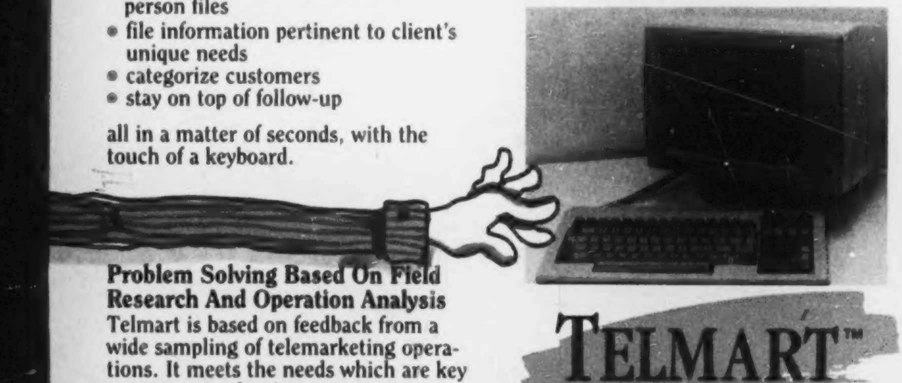

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TABLE III-6

Starting salaries of trainees with college degrees

Functional Area	Average Annual Salary 1986	1985	% Change 1985–86
Bachelor's Degree			
Sales-nontechnical degree	$19,668	$19,116	+ 3.0%
Sales-technical degree	22,140	26,004	− 14.9
M.B.A. Candidates			
(Business administration, industrial management, or commerce)			
With nontechnical undergraduate degree[1]	$30,348	$28,584	+ 5.8%
With technical undergraduate degree	32,388	30,444	+ 6.0

[1] Less than one year full-time, non military employment.

Note: The salary survey is a study of beginning salary offers made to graduating students during the recruiting period September through June. The salary survey reports offers, not acceptances, with no limit on the number of offers per student. The data are submitted by 187 placement offices throughout the U.S.

Source: College Placement Council, *Salary Survey—A Study of 1985-86 Beginning Offers*, ©1986

TABLE III-7

Starting salaries of college graduates to be hired

Field	Class Of 1987	Class Of 1986	% Change 1986–1987
Bachelor's Degree			
Sales-marketing	$20,232	$20,688	− 2.2%
Business administration	21,972	21,324	+ 2.9
M.B.A. Degree			
With technical B.S.	$34,956	$28,944	+ 17.2%
With nontechnical B.A.	34,080	31,584	+ 7.4

Note: Salaries shown are what companies offered, not what they actually paid.

Source: *The Northwestern Endicott-Lindquist Report 1987* by Victor Lindquist, Director of Placement; copyright 1986. Published by Northwestern University Placement Center, full report available for $15.00.

TABLE III-8

Salary statistics for M.B.A. graduates entering marketing

Field	Range	Average
Sales	$18,000–$53,000	$31,262
Brand or product management	20,000–55,000	40,932
Marketing services (research & advertising)	30,000–43,500	38,271

Note: The survey sample includes graduates with 2–4 years experience prior to receiving their M.B.A.

Source: *1986 MBA Placement Survey* for the Wharton School of the University of Pennsylvania

TABLE III—9

Manufacturers' representatives' commissions

Product Market	% Of Commission Paid		
	High	Average	Low
Abrasives	11.42%	9.04%	6.67%
Advertising Products & Services	24.23	16.17	8.11
Aerospace & Aviation	9.73	7.44	5.15
Agriculture/Chemicals	13.37	10.24	7.12
Agriculture/Equipment & Machinery	8.68	7.02	5.42
Appliances	6.21	5.21	4.21
Architects & Interior Designers	16.29	11.33	6.37
Arts & Crafts	11.13	8.33	5.54
Automotive/Aftermarket	9.88	7.32	4.77
Automotive/OEM	6.31	5.15	4.00
Beauty Salon & Barber Equipment & Supplies	12.33	9.83	6.33
Building Materials & Supplies	10.68	7.65	4.62
Castings & Forgings	6.05	5.27	4.49
Chemicals/Industrial	14.14	11.57	9.00
Chemicals/Maintenance	20.88	15.83	10.79
Coatings	14.02	10.60	7.19
Computer/Hardware, Software & Peripheral Equipment & Supplies	13.13	9.99	6.85
Construction Equipment & Machinery	12.68	9.57	6.47
Controls & Instrumentation	18.14	13.58	9.03
Electrical/Consumer	6.70	5.64	4.58
Electrical/Technical & Industrial	12.60	9.53	6.46
Electronic/Communications, Audio-Visual & Professional Products	10.38	8.46	6.54
Electronic/Components & Materials	8.40	6.68	4.97
Electronic/Consumer Products	6.53	5.14	3.76
Electronic/Technical Products	12.16	9.61	7.07
Energy	16.14	11.79	7.45
Fasteners	7.46	6.34	5.22
Food/Chemicals	22.50	15.62	8.75
Food/Processing	13.47	9.98	6.50
Food/Products & Services	16.00	15.00	14.00
Food Service & Equipment	11.05	8.75	6.45
Furniture & Furnishings	11.86	8.75	5.65
Gas, Oil & Petroleum Products & Services	15.02	10.89	6.77
Glass Industry/Raw Materials & Products	9.33	7.99	6.66
Government	9.79	7.33	4.87
Graphics/Printing	13.97	10.54	7.11
Hardware/Houseware	9.38	7.13	4.89
Heating, Ventilation, Air Conditioning	15.56	11.10	6.64
Heavy Duty Truck-Trailer Equipment	8.82	6.99	5.17
Home Improvement	8.10	6.46	4.82
Import-Export	11.82	8.83	5.85
Industrial Equipment & Machinery	16.05	11.53	7.02
Industrial Supplies	13.80	10.29	6.78
Lubricants	13.50%	11.25%	9.01%
Lumber Industry	6.38	5.05	3.73
Machining Services	7.57	6.33	5.10
Maintenance Supplies	17.25	13.87	10.50
Marine	12.83	9.81	6.79
Material Handling	13.85	10.34	6.84
Medical Supplies & Services	18.18	13.25	8.33
Metals/Processing, Assemblies & Products	7.61	6.22	4.83
Metals/Raw Materials	6.66	5.04	3.42
Mining	12.77	9.41	6.05
Mobile Homes, Accessories & Supplies	7.75	6.35	4.95
Nursery/Florist	10.00	7.45	4.91
Office Supplies & Equipment	13.78	9.89	6.00
Optical Supplies	9.71	8.42	7.14
Packaging & Plastics	8.79	7.26	5.73
Paints & Varnishes	11.08	8.54	6.01
Paper Industry	15.00	11.16	7.32
Photographic Supplies	13.85	10.46	7.07
Plastics	7.51	6.18	4.86
Plumbing	10.54	7.77	5.01
Pollution Products & Services	16.88	12.04	7.21
Power Transmission	10.98	8.12	5.26
Process Equipment	16.67	11.73	6.79
Pumps	17.25	12.96	8.67
Recreational Vehicle/Aftermarket & OEM	8.86	6.98	5.10
Refractories	15.18	11.36	7.54
Retail Consumer Products & Services	11.88	8.48	5.08
Robotics	12.39	10.27	8.16
Rubber Products	7.00	5.92	4.84
Safety, Emergency & Security Products	13.39	10.95	8.51
Scientific Research Equipment & Supplies	20.70	14.85	9.00
Screw Machine Products	6.20	5.45	4.70
Sporting Goods Supplies & Accessories	10.97	8.13	5.29
Stampings	5.85	5.20	4.56
Steel Mills & Foundries	8.12	6.52	4.93
Textile/Apparel Trade	8.37	7.12	5.87
Textile/Carpet, Drapery & Related Materials	6.66	4.33	2.00
Textile/Industrial	6.65	6.01	5.38
Toys, Gifts & Novelties	12.82	9.33	5.85
Transportation	6.33	5.49	4.66
Tubing	6.84	5.64	4.44
Utilities	14.69	10.94	7.19
Veterinary	13.37	8.93	4.50
Water Treatment Equipment & Products	15.30	11.66	8.03
Welding	8.70	7.07	5.45

Source: Manufacturers' Agents National Assn., *Survey of Sales Commissions.*

Sales meetings and sales training

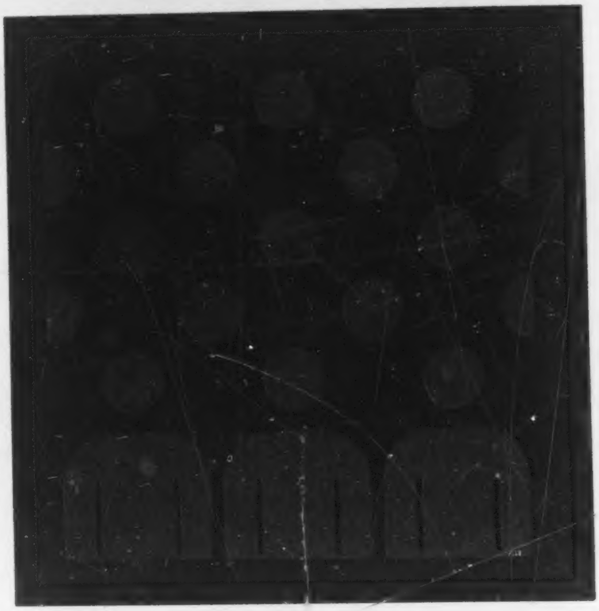

TABLE IV-1

Average cost of sales training per salesperson

	Type Of Company		
	Industrial Products	Consumer Products	Services**
Training Cost* Including Salary			
1986	$27,525	$19,320	$20,460
1985	26,670	18,560	19,320
% Change			
1985-86	+3.2%	+4.1%	+5.9%
Median Training Period (Weeks)			
1986	17	19	14
1985	17	20	13

*In addition to salary, covers such items as instructional materials prepared, purchased, and rented for training program; transportation and living expenses incurred during training course; instructional staff; outside seminars and courses; and management time spent with salesperson when it is a part of the training budget.

**Includes insurance, financial, utilities, transportation, retail stores, etc.

Source: Sales and Marketing Management survey

TABLE IV-2

Sites most frequently used for sales training

	% Of Companies Conducting Training At This Location			Median Length Of Training Time At This Location		
Location	Industrial Products	Consumer Products	Services*	Industrial Products	Consumer Products	Services*
Home office	67%	58%	58%	5 wk.	2 wk.	5 wk.
Field office	67	83	50	4 wk.	9 wk.	8 wk.
Regional office	58	42	42	6 wk.	2 wk.	4 wk.
Plant locations	33	17	0	2 wk.	1 wk.	0 wk.
Central training facility	42	17	17	2 wk.	2 wk.	1 wk.
Noncompany site	0	8	25	0 wk.	1 wk.	1 wk.

*Includes insurance, financial, utilities, transportation, retail stores, etc.

Note: Length of time should not necessarily be considered cumulative because not all training programs include all locations.

Source: Sales and Marketing Management survey

TABLE IV-3

Length of training period for new salespeople

	Type Of Company					
	Industrial Products		Consumer Products		Services*	
Time Period	1986	1985	1986	1985	1986	1985
0 to 6 wk.	25%	27%	25%	22%	25%	27%
6 wk. to 3 mo.	8	18	25	33	17	10
3 mo. to 6 mo.	42	37	42	45	33	36
6 mo. to 12 mo.	17	9	8	0	25	27
12 mo. or longer	8	9	0	0	0	0
Total	100%	100%	100%	100%	100%	100%
Median Training Period (wk.)	17	17	19	20	14	13

*Includes insurance, financial, utilities, transportation, retail stores, etc.

Source: Sales and Marketing Management survey

TABLE IV-4 **Sales meeting costs**

City	Lodging (Group Rates) Daily Room Rates Single	Double	Food And Beverage (Group Rates) Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Atlanta, GA	*Low:* Median $70.00 Range $66.00–$105.00 *High:* Median $95.00 Range $94.00–$135.00	*Low:* Median $80.00 Range $72.00–$119.00 *High:* Median $110.00 Range $104.00–$160.00	B—Median $11.35 Range $7.20–$19.35 L—Median $14.50 Range $9.60–$19.35 D—Median $20.90 Range $12.05–$32.70	Median $3.95 Range $3.60–$8.50	Median $188.00 Range $100.00–$275.00	Median $12.50 Range $10.00–$19.75	For 25: $ 80.00 For 50: $118.00 For 75: $175.00 For 100: $200.00
Atlantic City, NJ	*Low:* Median $61.50 Range $30.00–$65.00 *High:* Median $86.50 Range $65.00–$125.00	*Low:* Median $61.50 Range $30.00–$65.00 *High:* Median $86.50 Range $65.00–$125.00	B—Median $10.40 Range $3.45–$17.65 L—Median $14.50 Range $7.20–$27.70 D—Median $28.35 Range $15.75–$63.00	Median $3.95 Range $3.80–$4.40	Median $250.00 Range $150.00–$500.00	Median $30.00 Range $15.00–$35.00	For 25: $150.00 For 50: $150.00 For 75: $150.00 For 100: $250.00
Boston, MA	*Low:* Median $110.00 Range $70.00–$140.00 *High:* Median $125.00 Range $96.00–$160.00	*Low:* Median $125.00 Range $75.00–$150.00 *High:* Median $145.00 Range $100.00–$170.00	B—Median $11.30 Range $9.15–$15.30 L—Median $19.35 Range $9.75–$25.50 D—Median $25.30 Range $19.50–$48.80	Median $3.35 Range $2.00–$5.20	Median $280.00 Range $200.00–$700.00	Median $16.00 Range $10.00–$25.50	For 25: $250.00 For 50: $300.00 For 75: $500.00 For 100: $850.00
Chicago, IL	*Low:* Median $74.00 Range $65.00–$135.00 *High:* Median $116.00 Range $89.00–$150.00	*Low:* Median $85.00 Range $69.00–$150.00 *High:* Median $128.00 Range $109.00–$165.00	B—Median $11.10 Range $6.80–$14.90 L—Median $14.80 Range $12.40–$31.00 D—Median $23.55 Range $19.85–$37.20	Median $3.10 Range $3.10–$4.00	Median $250.00 Range $165.00–$500.00	Median $18.00 Range $12.00–$20.00	For 25: $100.00 For 50: $150.00 For 75: $170.00 For 100: $250.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms.

Food and beverage: Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon.

Hospitality functions: Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres.

Meeting rooms: There is frequently no meeting-room charge if a specific number of sleeping rooms are occupied or if a group meal is included with the meeting. Meeting room rental figures are based on theater-style seating.

Source: Sales and Marketing Management survey

TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
City	Daily Room Rates Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Cleveland, OH	*Low:* Median $53.00 Range $45.00–$82.00 *High:* Median $67.00 Range $53.00–$145.00	*Low:* Median $61.00 Range $45.00–$92.00 *High:* Median $77.00 Range $61.00–$145.00	B—Median $10.40 Range $7.30–$14.70 L—Median $15.85 Range $9.75–$24.50 D—Median $21.45 Range $12.20–$49.00	Median $3.60 Range $2.15–$4.30	Median $240.00 Range $175.00–$400.00	Median $12.00 Range $9.95–$20.00	For 25: $140.00 For 50: $200.00 For 75: $250.00 For 100: $250.00
Dallas, TX	*Low:* Median $65.00 Range $45.00–$99.00 *High:* Median $87.00 Range $62.00–$125.00	*Low:* Median $74.00 Range $69.00–$114.00 *High:* Median $99.00 Range $62.00–$140.00	B—Median $10.40 Range $4.60–$17.70 L—Median $14.65 Range $7.25–$19.20 D—Median $29.60 Range $10.40–$47.60	Median $3.95 Range $2.45–$5.50	Median $165.00 Range $100.00–$225.00	Median $15.00 Range $10.00–$32.00	For 25: $ 75.00 For 50: $100.00 For 75: $100.00 For 100: $100.00
Denver, CO	*Low:* Median $70.00 Range $57.00–$86.00 *High:* Median $96.00 Range $85.00–$105.00	*Low:* Median $75.00 Range $61.00–$90.00 *High:* Median $96.00 Range $91.00–$125.00	B—Median $9.25 Range $7.15–$12.40 L—Median $11.80 Range $9.30–$17.35 D—Median $18.70 Range $13.60–$43.40	Median $5.60 Range $4.25–$6.15	Median $250.00 Range $110.00–$600.00	Median $17.65 Range $10.00–$22.00	For 25: $130.00 For 50: $145.00 For 75: $190.00 For 100: $215.00
Detroit, MI	*Low:* Median $69.00 Range $48.00–$90.00 *High:* Median $94.00 Range $70.00–$129.00	*Low:* Median $69.00 Range $48.00–$100.00 *High:* Median $94.00 Range $78.00–$139.00	B—Median $9.60 Range $6.00–$12.00 L—Median $13.20 Range $9.60–$16.80 D—Median $19.20 Range $12.60–$31.50	Median $3.00 Range $2.40–$6.90	Median $317.50 Range $125.00–$390.00	Median $14.00 Range $10.00–$22.50	For 25: $125.00 For 50: $130.00 For 75: $250.00 For 100: $250.00
Honolulu, HI	*Low:* Median $65.00 Range $55.00–$125.00 *High:* Median $110.00 Range $70.00–$135.00	*Low:* Median $65.00 Range $55.00–$125.00 *High:* Median $110.00 Range $70.00–$135.00	B—Median $13.05 Range $8.35–$14.90 L—Median $13.95 Range $11.90–$17.45 D—Median $25.60 Range $15.50–$39.80	Median $3.55 Range $3.35–$6.55	Median $180.00 Range $180.00	Median $35.00 Range $19.90–$50.00	For 25: $150.00 For 50: $200.00 For 75: $200.00 For 100: $300.00

TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
City	Daily Room Rates Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Houston, TX	*Low:* Median $64.00 Range $40.00–$94.00 *High:* Median $78.00 Range $45.00–$130.00	*Low:* Median $78.00 Range $45.00–$104.00 *High:* Median $88.00 Range $50.00–$160.00	B—Median $7.55 Range $4.55–$12.10 L—Median $11.05 Range $7.25–$31.45 D—Median $18.00 Range $10.90–$44.75	Median $3.80 Range $1.80–$4.55	Median $165.00 Range $75.00–$300.00	Median $12.00 Range $7.50–$22.00	For 25: $ 65.00 For 50: $100.00 For 75: $100.00 For 100: $250.00
Indianapolis, IN	*Low:* Median $47.00 Range $33.00–$55.00 *High* Median $75.00 Range $53.00–$100.00	*Low:* Median $55.00 Range $38.00–$63.00 *High:* Median $75.00 Range $53.00–$120.00	B—Median $6.50 Range $3.95–$9.70 L—Median $9.55 Range $7.60–$11.50 D—Median $14.20 Range $9.70–$19.90	Median $2.10 Range $1.80–$2.40	Median $200.00 Range $45.00–$300.00	Median $12.50 Range $10.00–$16.00	For 25: $ 90.00 For 50: $100.00 For 75: $100.00 For 100: $100.00
Las Vegas, NV	*Low:* Median $65.00 Range $50.00–$72.00 *High:* Median $85.00 Range $70.00–$105.00	*Low:* Median $65.00 Range $50.00–$72.00 *High:* Median $85.00 Range $70.00–$105.00	B—Median $12.10 Range $6.05–$14.50 L—Median $13.30 Range $7.55–$18.10 D—Median $26.55 Range $8.75–$36.25	Median $5.45 Range $4.85–$5.75	Median $260.00 Range $195.00–$325.00	Median $27.00 Range $18.00–$35.00	For 25: $105.00 For 50: $105.00 For 75: $105.00 For 100: $325.00
Los Angeles, CA	*Low:* Median $89.00 Range $48.00–$130.00 *High:* Median $138.00 Range $69.00–$185.00	*Low:* Median $105.00 Range $54.00–$150.00 *High:* Median $156.00 Range $83.00–$205.00	B—Median $11.50 Range $7.35–$19.60 L—Median $17.15 Range $12.25–$25.75 D—Median $27.55 Range $13.50–$41.65	Median $3.80 Range $3.05–$8.60	Median $420.00 Range $135.00–$575.00	Median $17.00 Range $10.00–$25.00	For 25: $175.00 For 50: $225.00 For 75: $250.00 For 100: $315.00
Miami, FL	*Low:* Median $40.00 Range $37.00–$70.00 *High:* Median $55.00 Range $50.00–$85.00	*Low:* Median $50.00 Range $37.00–$80.00 *High:* Median $60.00 Range $50.00–$95.00	B—Median $9.15 Range $4.90–$13.40 L—Median $11.60 Range $6.10–$23.20 D—Median $32.35 Range $13.40–$61.00	Median $4.30 Range $2.90–$9.75	Median $120.00 Range $70.00–$275.00	Median $16.00 Range $16.00–$50.00	For 25: $100.00 For 50: $250.00 For 75: $250.00 For 100: $250.00

TABLE IV-4 **Sales meeting costs**

City	Lodging (Group Rates) Daily Room Rates Single	Double	Food And Beverage (Group Rates) Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Milwaukee, WI	*Low:* Median $50.00 Range $49.00–$59.00 *High:* Median $60.00 Range $49.00–$68.00	*Low:* Median $60.00 Range $53.00–$70.00 *High:* Median $60.00 Range $53.00–$79.00	B—Median $7.56 Range $3.90–$14.40 L—Median $11.00 Range $7.15–$18.00 D—Median $16.15 Range $9.60–$21.60	Median $2.30 Range $2.10–$3.90	Median $115.00 Range $50.00–$170.00	Median $15.00 Range $10.00–$15.00	For 25: $ 75.00 For 50: $ 75.00 For 75: $120.00 For 100: $140.00
Minneapolis, MN	*Low:* Median $50.00 Range $45.00–$70.00 *High:* Median $95.00 Range $80.00–$110.00	*Low:* Median $55.00 Range $55.00–$80.00 *High:* Median $112.00 Range $85.00–$120.00	B—Median $9.25 Range $5.80–$13.35 L—Median $15.25 Range $9.70–$27.75 D—Median $25.00 Range $16.45–$37.75	Median $3.05 Range $2.85–$3.35	Median $235.00 Range $125.00–$350.00	Median $11.00 Range $7.00–$20.00	For 25: $150.00 For 50: $150.00 For 75: $225.00 For 100: $225.00

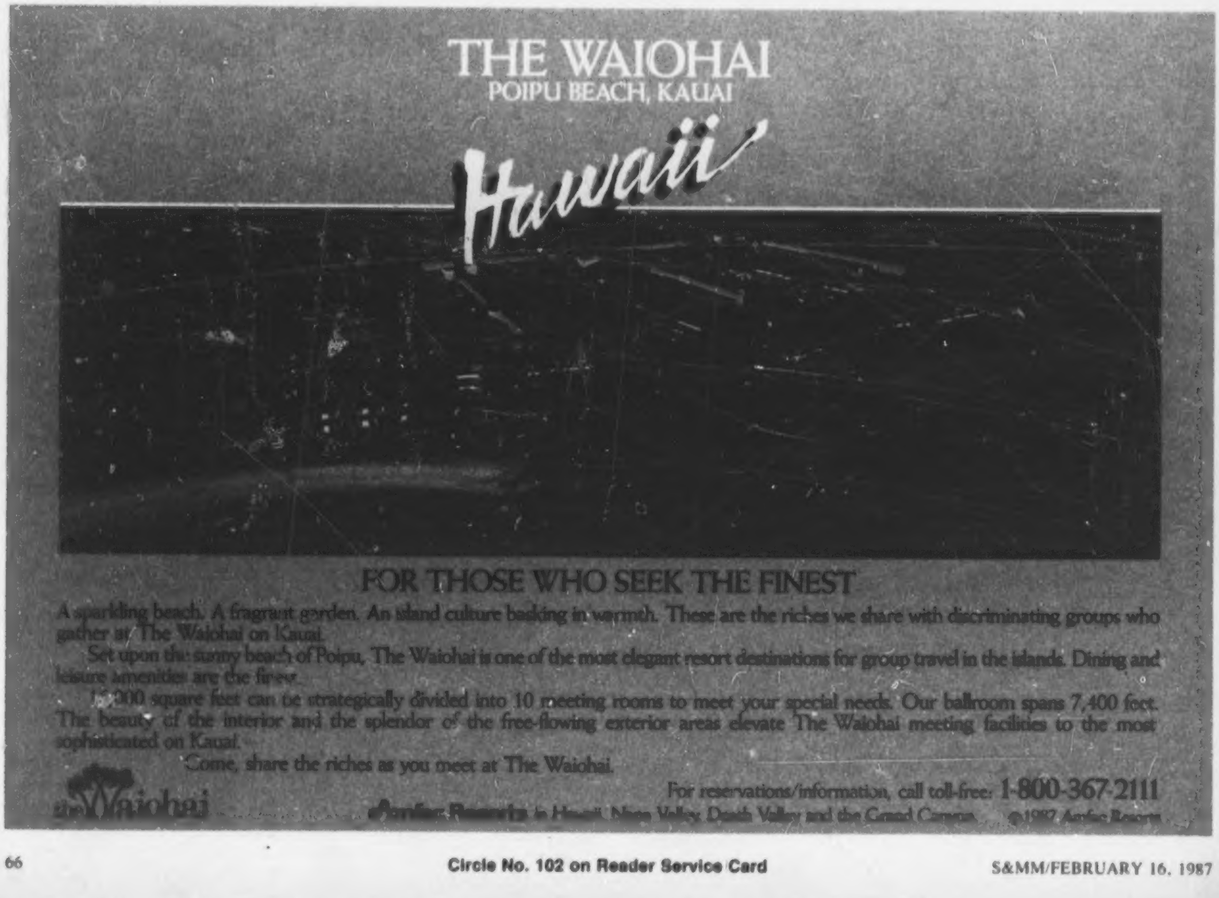

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TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Daily Room Rates						
City	Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
New Orleans, LA	*Low:* Median $75.00 Range $55.00–$80.00 *High:* Median $100.00 Range $55.00–$115.00	*Low:* Median $85.00 Range $65.00–$95.00 *High:* Median $115.00 Range $65.00–$135.00	B—Median $12.05 Range $5.30–$18.75 L—Median $18.75 Range $7.45–$25.00 D—Median $28.75 Range $9.95–$37.50	Median $4.40 Range $3.65–$5.30	Median $350.00 Range $65.00–$475.00	Median $25.00 Range $18.00–$30.00	For 25: $ 75.00 For 50: $ 75.00 For 75: $150.00 For 100: $150.00
New York, NY	*Low:* Median $92.50 Range $70.00–$125.00 *High:* Median $92.50 Range $80.00–$160.00	*Low:* Median $110.00 Range $80.00–$140.00 *High:* Median $115.00 Range $90.00–$175.00	B—Median $14.90 Range $6.20–$21.80 L—Median $20.35 Range $8.70–$30.45 D—Median $26.75 Range $11.90–$45.70	Median $4.70 Range $4.60–$9.10	Median $250.00 Range $225.00–$270.00	Median $27.50 Range $22.50–$43.50	For 25: $150.00 For 50: $150.00 For 75: $400.00 For 100: $400.00
Oakland, CA	*Low:* Median $84.00 Range $70.00–$96.00 *High:* Median $95.00 Range $84.00–$116.00	*Low:* Median $94.00 Range $80.00–$108.00 *High:* Median $100.00 Range $84.00–$128.00	B—Median $9.70 Range $6.10–$15.75 L—Median $16.85 Range $9.10–$22.15 D—Median $24.30 Range $18.25–$39.50	Median $3.95 Range $3.05–$5.15	Median $200.00 Range $120.00–$275.00	Median $19.25 Range $12.00–$40.00	For 25: $100.00 For 50: $125.00 For 75: $250.00 For 100: $350.00
Orlando, FL	*Low:* Median $59.00 Range $59.00–$68.00 *High:* Median $65.00 Range $59.00–$78.00	*Low:* Median $74.00 Range $65.00–$78.00 *High:* Median $75.00 Range $75.00–$88.00	B—Median $7.85 Range $5.45–$11.50 L—Median $13.25 Range $8.45–$18.75 D—Median $16.35 Range $9.70–$31.15	Median $2.70 Range $2.40–$5.45	Median $98.00 Range $95.00–$100.00	Median $17.50 Range $15.00–$25.00	For 25: $ 85.00 For 50: $ 85.00 For 75: $150.00 For 100: $200.00
Philadelphia, PA	*Low:* Median $89.00 Range $40.00–$92.00 *High:* Median $92.00 Range $45.00–$129.00	*Low:* Median $94.00 Range $40.00–$98.00 *High:* Median $98.00 Range $45.00–$139.00	B—Median $9.90 Range $4.90–$14.55 L—Median $13.65 Range $4.75–$17.35 D—Median $22.32 Range $11.10–$31.00	Median $3.10 Range $2.80–$3.15	Median $225.00 Range $100.00–$375.00	Median $18.00 Range $14.50–$20.00	For 25: $150.00 For 50: $150.00 For 75: $225.00 For 100: $300.00

TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Daily Room Rates						
City	Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Phoenix-Scottsdale, AZ	*Low:* Median $50.00 Range $40.00–$65.00 *High:* Median $95.00 Range $40.00–$140.00	*Low:* Median $55.00 Range $40.00–$65.00 *High:* Median $100.00 Range $55.00–$140.00	B—Median $6.95 Range $4.85–$34.00 L—Median $9.25 Range $8.50–$17.60 D—Median $12.35 Range $10.95–$31.30	Median $3.95 Range $3.05–$4.25	Median $140.00 Range $50.00–$200.00	Median $15.00 Range $14.00–$25.00	For 25: $ 75.00 For 50: $100.00 For 75: $100.00 For 100: $150.00
Pittsburgh, PA	*Low:* Median $55.00 Range $55.00–$99.00 *High:* Median $68.00 Range $60.00–$99.00	*Low:* Median $63.00 Range $60.00–$114.00 *High:* Median $76.00 Range $65.00–$114.00	B—Median $8.15 Range $4.25–$12.10 L—Median $9.60 Range $5.45–$13.25 D—Median $21.10 Range $8.45–$31.40	Median $2.40 Range $2.35–$6.65	Median $117.00 Range $105.00–$150.00	Median $15.00 Range $8.00–$23.50	For 25: $ 65.00 For 50: $ 85.00 For 75: $100.00 For 100: $150.00
Reno, NV	*Low:* Median $50.00 Range $30.00–$60.00 *High:* Median $70.00 Range $49.00–$80.00	*Low:* Median $50.00 Range $35.00–$60.00 *High:* Median $70.00 Range $54.00–$80.00	B—Median $9.60 Range $3.75–$14.45 L—Median $11.90 Range $6.00–$15.15 D—Median $15.60 Range $10.30–$22.70	Median $2.85 Range $2.00–$3.20	Median $120.00 Range $65.00–$500.00	Median $20.00 Range $14.00–$48.50	For 25: $ 75.00 For 50: $100.00 For 75: $200.00 For 100: $200.00
St. Louis, MO	*Low:* Median $65.00 Range $50.00–$69.00 *High:* Median $70.00 Range $69.00–$85.00	*Low:* Median $75.00 Range $50.00–$79.00 *High:* Median $80.00 Range $79.00–$85.00	B—Median $7.90 Range $4.25–$13.35 L—Median $11.55 Range $8.50–$15.75 D—Median $19.75 Range $13.35–$26.70	Median $3.05 Range $1.70–$4.55	Median $150.00 Range $120.00–$400.00	Median $12.00 Range $8.00–$15.00	For 25: $ 75.00 For 50: $100.00 For 75: $110.00 For 100: $125.00
San Antonio, TX	*Low:* Median $65.00 Range $45.00–$85.00 *High:* Median $100.00 Range $55.00–$135.00	*Low:* Median $65.00 Range $55.00–$95.00 *High:* Median $115.00 Range $65.00–$135.00	B—Median $10.75 Range $5.45–$15.15 L—Median $12.50 Range $9.40–$18.75 D—Median $22.40 Range $13.00–$36.30	Median $2.70 Range $2.55–$8.45	Median $125.00 Range $75.00–$200.00	Median $15.00 Range $13.00–$30.00	For 25: $ 75.00 For 50: $ 75.00 For 75: $100.00 For 100: $100.00

TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates) Daily Room Rates		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
City	Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
San Diego, CA	*Low:* Median $80.00 Range $75.00–$105.00 *High:* Median $120.00 Range $75.00–$155.00	*Low:* Median $85.00 Range $80.00–$125.00 *High:* Median $120.00 Range $85.00–$180.00	B—Median $12.10 Range $9.70–$18.15 L—Median $17.55 Range $11.20–$24.20 D—Median $27.25 Range $18.15–$42.35	Median $4.25 Range $4.00–$7.55	Median $300.00 Range $110.00–$500.00	Median $22.50 Range $16.95–$28.00	For 25: $100.00 For 50: $175.00 For 75: $175.00 For 100: $175.00
San Francisco, CA	*Low:* Median $85.00 Range $48.00–$105.00 *High:* Median $140.00 Range $52.00–$180.00	*Low:* Median $85.00 Range $48.00–$125.00 *High:* Median $150.00 Range $52.00–$200.00	B—Median $11.40 Range $7.90–$17.05 L—Median $17.05 Range $13.35–$23.45 D—Median $25.30 Range $16.10–$44.85	Median $3.35 Range $2.45–$4.25	Median $275.00 Range $125.00–$1700.00	Median $17.50 Range $15.00–$27.00	For 25: $100.00 For 50: $200.00 For 75: $250.00 For 100: $250.00

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TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Daily Room Rates						
City	Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Seattle, WA	*Low:* Median $65.00 Range $60.00–$80.00 *High:* Median $75.00 Range $60.00–$105.00	*Low:* Median $75.00 Range $70.00–$80.00 *High:* Median $85.00 Range $70.00–$105.00	B—Median $10.45 Range $4.75–$15.35 L—Median $13.50 Range $8.40–$26.40 D—Median $21.50 Range $12.25–$44.25	Median $3.40 Range $2.75–$5.20	Median $250.00 Range $180.00–$275.00	Median $14.00 Range $8.80–$25.00	For 25: $100.00 For 50: $150.00 For 75: $225.00 For 100: $250.00
Washington, DC	*Low:* Median $90.00 Range $89.00–$105.00 *High:* Median $120.00 Range $110.00–$125.00	*Low:* Median $105.00 Range $101.00–$110.00 *High:* Median $122.00 Range $120.00–$145.00	B—Median $12.35 Range $3.70–$22.95 L—Median $21.55 Range $9.90–$24.80 D—Median $37.15 Range $11.15–$55.80	Median $3.70 Range $2.50–$4.05	Median $275.00 Range $150.00–$425.00	Median $30.00 Range $20.00–$40.00	For 25: $150.00 For 50: $200.00 For 75: $200.00 For 100: $200.00

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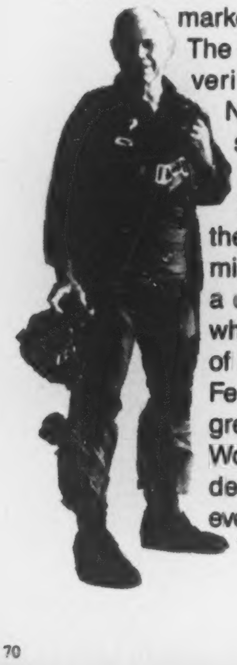

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TABLE IV-5 **Selected conference centers: learning away from it all**

Facilities & Rates	**Arrowwood of Westchester** *Rye Brook, NY*	**Cheyenne Mountain Inn** *Colorado Springs, CO*	**Doubletree Hotel and Conference Ctr.** *St. Louis, MO*	**Dunfey Hyannis Resort and Conference Ctr.** *Hyannis, MA*	**Fort Magruder** *Williamsburg, VA*
Sleeping rooms	276	216	223	224	304
Capacity	500	400	320	2,000	700
Meeting rooms	37	24	28	19	19
Rate/person/day (double occupancy)	$189[2]	$66-$100[1]	$155-$185[2]	$60-$150[2]	$94[1]
Nearest major airport	La Guardia New York City	Colorado Springs	Lambert Int'l St. Louis	Logan Int'l Boston	Norfolk Airport
Driving time from center to airport	40 min.	10 min.	25 min.	1½ hours	45 min.
Recreation	9-hole golf course, indoor/outdoor pool, 4 tennis courts (2 indoor. 2 outdoor), health club, sauna, game room, croquet, basketball, racquetball and squash facilities, par jogging course, cross-country skiing, bicycling, access to horseback riding	18-hole championship course, 35-acre stocked trout lake, sailing, wind surfing, 6 outdoor and 10 indoor tennis courts, 2 racquetball courts, 15 squash courts, 1 indoor and 3 outdoor pools, nautilus fitness center, and complete spa	2 swimming pools (indoor and outdoor), 8 outdoor tennis courts, 9 indoor tennis courts, 6 racquetball courts, game room, health club, Jacuzzi, sauna, steam rooms, 5 tanning booths, indoor basketball and volleyball, jogging track, indoor driving range/golf swing analysis	18-hole golf course, 2 putting greens, 2 swimming pools (indoor and outdoor), 2 tennis courts, 2 health clubs, men's and women's sauna, Jacuzzi, roman bath, game room, sightseeing tours, access to horseback riding, children's programs	Outdoor swimming pool, 2 lighted tennis courts, 2 saunas (men's and women's), whirlpool, exercise room, game room, access to 18-hole golf course

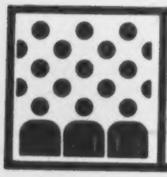
Facilities & Rates	**The Harrison Inn and Conference Ctr. at Heritage Village** *Southbury, CT*	**Holiday Inn Executive Conference Center** *Memphis, TN*	**The Houstonian Hotel and Conference Center** *Houston, TX*	**Hudson River Conference Center** *Ossining, NY*	**Indigo Lakes Conference Center** *Daytona Beach, FL*
Sleeping rooms	121	178	246	150	212
Capacity	200	250	425	300	350
Meeting rooms	20	25	33	34	14
Rate/person/day double occupancy)	175[2]	$98[2]	$138[2]	$165[2]	$34-$37.50[1]
Nearest major airport	La Guardia New York City	Memphis International	Houston Intercontinental	La Guardia New York City	Daytona Airport
Driving time from center to airport	1½ hours	25 min.	30 min.	1 hour	10 min.
Recreation	Access to 9- and 18-hole golf courses, outdoor & indoor swimming pool, 2 tennis courts, volleyball, 2 racquetball courts, health club, sauna, whirpool, steam room, Jacuzzi, game room with billiards, access to skiing, ice skating, and horseback riding	18-hole golf course, outdoor swimming pool, 2 lighted tennis courts, sauna, game room, basketball, volleyball, fishing, bicycling, hiking, jogging paths, horseshoes, exercise room, aerobics class	Access to 18-hole golf course, 2 outdoor swimming pools, 5 lighted tennis courts, health club, sauna, 8 racquetball courts, indoor and outdoor running tracks, basketball, volleyball	Indoor pool, whirlpool, sauna, 2 tennis courts, volleyball, 2 racquetball courts, access to 18-hole golf course	18-hole golf course, putting greens and driving range, outdoor swimming pool, 10 lighted tennis courts, health spa, exercise room, par jogging course, 2 racquetball courts, shuffleboard, volleyball

[1] European plan.
[2] Full American plan.

Source: Sales and Marketing Management survey

TABLE IV-5 **Selected conference centers: learning away from it all**

Facilities & Rates	**James L. Knight International Center** *Miami, FL*	**Las Colinas, Inn** *Irving, TX*	**Lion Square Lodge & Conference Center** *Vail, CO*	**Peachtree Sheraton Conference Center** *Peachtree City, GA*
Sleeping rooms	615	315	131	252
Capacity	5,000	250	400	600
Meeting rooms	37	26	6	24
Rate/person/day (double occupancy)	$85[1]	$192[2]	$75–$165[1]	$166.66[2]
Nearest major airport	Miami International	Dallas/ Fort Worth	Denver Airport	Atlanta Hartsfield International
Driving time from center to airport	10 min.	10 min.	2 hours	25 min.
Recreation	Outdoor swimming pool, access to golf, tennis, boating, and the beach	18-hole TPC Championship golf course, 4 indoor and 9 outdoor tennis courts, 7 racquetball courts, 2 outdoor and 1 indoor pool, indoor/outdoor running track, spa & health facilities	Outdoor swimming pool, 3 outdoor hot tubs, 2 saunas, cross-country and downhill skiing, ice skating, tennis courts, access to 4 golf courses, horseback riding, rafting, canoeing, fishing, and hiking trails	Access to 27-hole golf course, 2 swimming pools (indoor and outdoor), 3 lighted tennis courts, 2 indoor racquetball courts, 2 saunas (men's & women's), exercise room, Jacuzzi, access to jogging courses, billiards



Facilities & Rates	**Scanticon-Princeton Executive Center and Hotel** *Princeton, NJ*	**Scottsdale Conference Center and Resort Hotel** *Scottsdale, AZ*	**Ocean Edge Conference Center** *Brewster, MA*	**Woodlands Inn & Country Club** *Woodlands, TX*
Sleeping rooms	300	326	180	268
Capacity	330	705	360	800
Meeting rooms	37	45	13	20
Rate/person/day (double occupancy)	$214[2]	$85-$235[2]	$165	$95-$120[2]
Nearest major airport	Newark International	Phoenix International	Hyannis Barnstable or Logan International	Houston Intercontinental
Driving time from center to airport	45 min.	25 min.	20 min. or 1½ hr.	20 min.
Recreation	Access to 9- and 18-hole golf courses, indoor pool, 4 lighted tennis courts, 2 saunas (men's & women's), whirlpool, exercise room, game room, par course fitness cluster, jogging trails, access to ballooning, gliding, river rafting, and horseback riding	2 18-hole golf courses, 2 outdoor swimming pools, 8 tennis courts (all lighted), 2 health clubs (men's & women's), game room, desert jeep tours, bicycling, access to horseback riding and sailing	Private beach, indoor and outdoor pools, full recreation center, health club, 18-hole PGA golf course, access to horseback riding, stocked trout lake, bicycling, jogging trail, 5 tennis courts	3 18-hole golf courses, 2 outdoor swimming pools, 17 outdoor tennis courts, 7 indoor tennis courts, health club, game room

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[1] European plan.
[2] Full American plan.
Source: Sales and Marketing Management survey

TABLE IV-6 **Selected airport hotels**

Facilities & Rates	**Atlanta** *Marriott Hotel*	**Boston** *Logan Airport Hilton*	**Chicago** *Sheraton International O'Hare*	**Cleveland** *Airport Marriott*	**Dallas-Fort Worth** *Hyatt Regency DFW*	**Denver** *Clarion Hotel*	**Detroit** *Marriott Hotel*
Sleeping rooms **Meeting rooms**	642 21	557 22	463 27	375 15	1,390 67	588 24	157 9
Average group lodging rates	Single: $ 95 Double: $110	Single: $105 Double: $125	Single: $ 90 Double: $100	Single: $82 Double: $82	Single: $ 99–$125 Double: $114–$140	Single: $65–$75 Double: $75–$85	Single: $84 Double: $84
Average group meal rates	B $11.06 L $15.97 D $20.88	B $ 9.08 L $16.94 D $20.57	B $11.16 L $17.36 D $26.04	B $ 7.72 L $12.35 D $19.77	B $10.10 L $15.75 D $24.25	B $ 7.45 L $16.13 D $24.20	B $ 7.74 L $10.65 D $14.22
Distance from airport	¼ mile	At airport	2 miles	2½ miles	At airport	¼ mile	At airport

Facilities & Rates	**Houston** *Marriott Hotel*	**Kansas City** *Hilton Airport Plaza Inn*	**Los Angeles** *Hilton Towers*	**Memphis** *Airport Hilton Inn*
Sleeping rooms **Meeting rooms**	556 27	348 40	1,281 44	380 15
Average group lodging rates	Single: $ 94 Double: $104	Single: $81 Double: $96	Single: $80 Double: $95	Single: $65 Double: $75
Average group meal rates	B $ 7.70 L $12.01 D $20.07	B $ 7.40 L $11.09 D $19.72	B $10.94 L $15.80 D $21.87	B $ 8.73 L $ 9.04 D $15.53
Distance from airport	At airport	At airport	½ mile	1 mile

Facilities & Rates	**Miami** *Sheraton River House*	**New York** *Viscount International Hotel*	**Philadelphia** *Airport Marriott Hotel*	**Phoenix** *Sheraton Airport Inn*
Sleeping rooms **Meeting rooms**	408 17	495 12	331 16	179 5
Average group lodging rates	Single: $80 Double: $90	Single: $ 95 Double: $115	Single: $92 Double: $98	Single: $50 Double: $55
Average group meal rates	B $ 8.54 L $ 9.76 D $24.40	B $12.53 L $11.21 D $19.98	B $12.09 L $15.81 D $22.94	B $ 6.68 L $ 7.59 D $10.94
Distance from airport	¼ mile	At airport	¼ mile	At airport

Facilities & Rates	**St. Louis** *Airport Marriott*	**San Francisco** *Airport Hilton*	**Seattle** *Red Lion Sea-Tac*	**Washington, DC** *Sheraton Crystal Hotel*
Sleeping rooms **Meeting rooms**	602 41	529 27	850 27	195 11
Average group lodging rates	Single: $49–$89 Double: $49–$89	Single: $104 Double: $119	Single: $82 Double: $92	Single: $90–$120 Double: $90–$120
Average group meal rates	B $ 8.59 L $14.73 D $19.64	B $ 9.72 L $14.58 D $26.73	B $10.56 L $13.45 D $22.72	B $14.62 L $17.46 D $30.54
Distance from airport	At airport	At airport	½ mile	½ mile

Source: Sales and Marketing Management survey

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TABLE IV-7 Selected resort hotels: combining learning with luxury

Facilities & Rates	**Boca Raton Hotel & Club** *Boca Raton, FL*	**Broadmoor Hotel** *Colorado Springs, CO*	**Cloister Hotel** *Sea Island, GA*	**Desert Inn** *Las Vegas, NV*	**Doral Country Club** *Miami, FL*	**Greenbrier** *White Sulphur Springs, WV*
Sleeping rooms	1,000	560	264	818	655	700
Meeting rooms	27	36	15	8	33	31
Average group lodging rates	IN SEASON 1/1–4/15 Single: $240–$335 Double: $260–$355 10/1–12/20 Single: $190–$280 Double: $210–$300 4/16–5/23 Single: $175–$280 Double: $195–$300 OFF SEASON 5/24–9/30 Single: $110–$140 Double: $135–$165	IN SEASON 6/1–9/30 Single: $140–$180 Double: $150–$190 10/1–5/31 Single: $125–$165 Double: $135–$175 OFF SEASON 12/1–3/31 Single: $70–$120 Double: $80–$130	IN SEASON 3/16–5/31 Single: $160–$264 Double: $200–$304 6/1–11/30 Single: $148–$260 Double: $188–$300 2/16–3/15 Single: $134–$196 Double: $174–$236 OFF SEASON 12/1–2/15 Single: $122–$148 Double: $162–$188	IN SEASON 1/1–5/31; 9/1–12/15 Single: $85–$105 Double: $85–$105 OFF SEASON 6/1–8/31 Single: $65 Double: $65	IN SEASON 1/1–3/31 Single: $180 Double: $180 4/1–4/30 Single: $130 Double: $130 SHOULDER SEASON 5/1–5/31 Single: $110 Double: $110 10/1–12/20 Single: $115 Double: $115 OFF SEASON 6/1–9/30 Single: $66 Double: $70	IN SEASON 4/1–10/31 Single: $200–$264 Double: $230–$294 OFF SEASON 1/1–3/31 Single: $122 Double: $204
Approximate group meal costs (tax and tip included)	Breakfast and dinner included in rates.	B $12.06 L $18.09 D $34.97	Breakfast, lunch, and dinner included in rates.	B $12.90 L $15.30 D $27.00	B $ 9.50 L $10.20 D $26.50	Breakfast and dinner included in rates.
Recreation:						
Golf	Access to 1 18-hole course	3 18-hole courses	3 18-hole courses	1 18-hole course	5 18-hole courses, 1 9-hole course	3 18-hole courses
Swimming	4 outdoor pools beach	3 outdoor pools	2 outdoor pools, beach	3 outdoor pools, 10 hydro-whirl spas	1 outdoor pool	2 pools (1 outdoor)
Tennis	22 outdoor courts	16 courts (2 indoor)	18 outdoor courts	10 outdoor courts	15 outdoor courts	14 outdoor courts (5 indoor)
Horseback riding	No	Yes	Yes	No	Yes	Yes
Health club	Yes	No	No	Yes	Yes	Yes
Sauna	Yes	Yes	No	Yes	Yes	Yes
Meal plan	Modified American	European, Modified, or Full American	Full American	European, Modified, or Full American	European, Modified, or Full American	Modified American
Nearest airport	Fort Lauderdale	Colorado Springs Municipal	Brunswick Airport	McCarran International	Miami International	Greenbrier Valley
Distance/time from airport	19 mi. 30 min.	12 mi. 20 min.	15 mi. 20 min.	4 mi. 15 min.	6 mi. 10 min.	12 mi. 15 min.

TABLE IV-7 **Selected resort hotels: combining learning with luxury**

Facilities & Rates	**Grenelefe Resort & Conference Center** *Grenelefe, FL*	**Grossinger Hotel** *Liberty, NY*	**Halekulani Hotel** *Honolulu, HI*	**Hershey Lodge & Convention Center** *Hershey, PA*	**Hilton Hawaiian Village** *Honolulu, HI*	**Innisbrook** *Tarpon Springs, FL*
Sleeping rooms	985	300*	456	456	2,522	1,000
Meeting rooms	30	17*	5	27	34	40
Average group lodging rates	IN SEASON 1/25–4/19 Single: $85–$125 Double: $85–$125 SHOULDER SEASON 4/20–5/21 10/1–1/24 Single: $75–$100 Double: $75–$100 OFF SEASON 5/22–9/30 Single: $55–$85 Double: $55–$85	IN SEASON 7/1–8/31 Single: $ 80–$143 Double: $132–$220 SHOULDER SEASON 9/1–12/15 Single: $ 76–$142 Double: $125–$189 *Closed until 7/1/87 for major renovations—Phase I	YEAR–ROUND Single: $195–$225 Double: $195–$225	IN SEASON 5/25–9/4 Single: $88 Double: $98 SHOULDER 9/5–10/30 Single: $82 Double: $88 4/18–5/24 Single: $78 Double: $84 OFF SEASON 10/31–4/17 Single: $60 Double: $66	YEAR–ROUND Single: $88–$187 Double: $88–$187	IN SEASON 2/3–5/3 Single: $125–$135 Double: $125–$135 SHOULDER 1/1–2/2; 5/5–6/15 9/15–12/31 Single: $85–$95 Double: $85–$95 OFF SEASON 6/16–9/14 Single: $55–$65 Double: $55–$65
Approximate group meal costs (tax and tip included)	B $ 7.26 L $ 9.68 D $26.62	Breakfast, lunch and dinner included in rates.	B $18.70 L $27.50 D $38.50	B $ 8.74 L $11.80 D $21.48	B $12.31 L $13.91 D $27.82	B $ 9.00 L $10.60 D $35.10
Recreation:						
Golf	3 18-hole courses	1 18-hole course 1 9-hole course	Access to 2 18-hole courses	Access to 1 36-hole course and 1 18-hole course	No	2 18-hole courses, 1 27-hole course
Swimming	4 outdoor pools	2 outdoor pools, beach	Outdoor pool, beach	2 pools (1 outdoor)	3 outdoor pools	5 heated outdoor pools, beach 1 mi.
Tennis	13 outdoor courts	16 courts (4 indoor)	Access to 10 indoor courts	4 outdoor courts	No	18 outdoor courts
Horseback riding	No	Access to	No	Access to	No	Access to
Health club	No	Yes	No	Yes	No	Yes
Sauna	Yes	Yes	No	Yes	No	Yes
Meal plan	Modified and Full American	Full American	European Plan	European, Modified, or Full American	European, Modified, or Full American	European, Modified, or Full American
Nearest airport	Orlando International	Newark International	Honolulu International	Harrisburg International	Honolulu International	Tampa International
Distance/time from airport	45 mi. 50 min.	100 mi. 2 hr.	11 mi. 30 min.	12 mi. 15 min.	8 mi. 20 min.	20 mi. 25 min.

Kapalua Bay Hotel & Villas *Maui, HI*	**Keystone Lodge & Conference Center** *Keystone, CO*
304 3	1,052 14
IN SEASON 1/1-4/30 Single: $200 Double: $200 5/1-6/30 Single: $170 Double: $170 9/16–11/20 Single: $200 Double: $200 OFF SEASON 7/1-9/15 Single: $155 Double: $155 11/21-12/31 Single: $155 Double: $155	IN SEASON 12/24-4/1 Single: $115 Double: $125 6/3-10/7 Single: $80 Double: $90 OFF SEASON 4/8-6/3 10/7–12/24 Single: $60 Double: $65
B $13.00 L $14.00 D $50.00	B $ 9.60 L $14.40 D $24.00
2 18-hole courses	1 18-hole course
2 pools, 3 beaches	10 pools (5 outdoor)
10 courts (4 lighted)	14 courts (2 indoor)
Yes	Yes
No No	No Yes
Modified American	European
Kapalua (West Maui) Airport	Denver
3 mi. 10 min.	75 mi. 1 hr., 40 min.

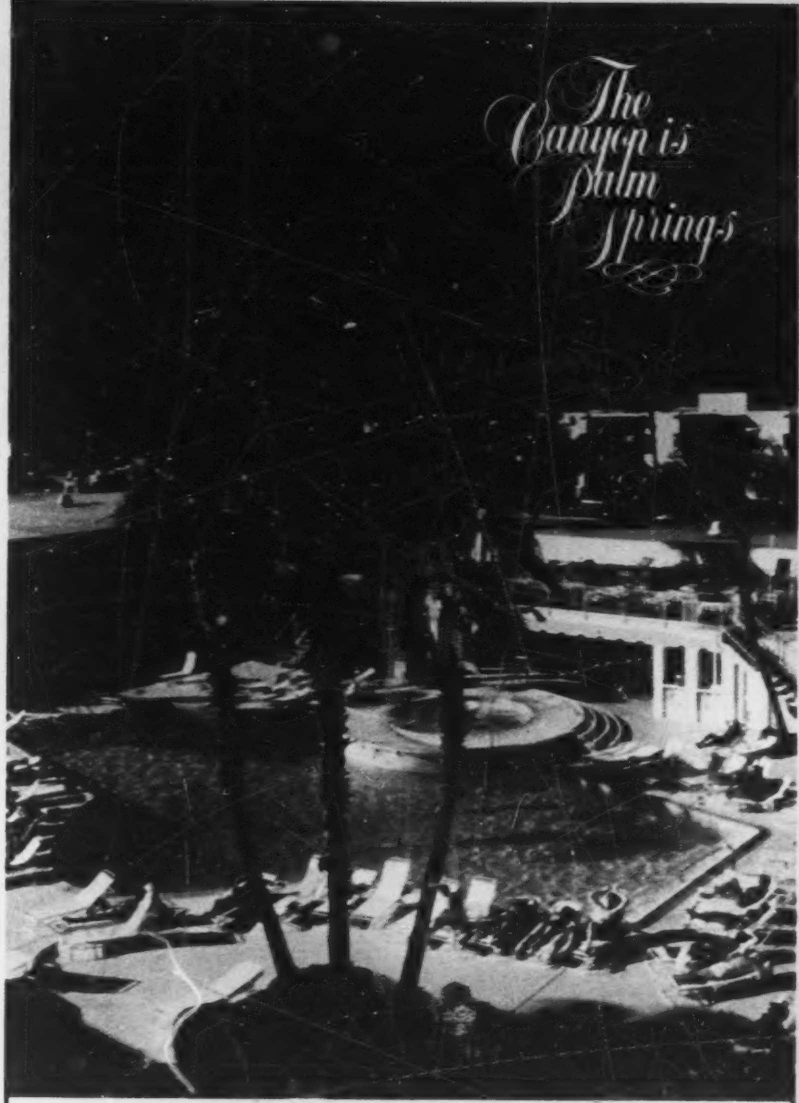

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TABLE IV-7 **Selected resort hotels: combining learning with luxury**

Facilities & Rates	**LaCosta Hotel & Spa** *Carlsbad, CA*	**Lowes Ventana Canyon Resort** *Tucson, AZ*	**Marriott's Harbor Beach** *Ft. Lauderdale, FL*	**Maui Marriott Resort** *Maui, HI*	**Olympia Resort & Spa** *Oconomowoc, WI*	**Opryland** *Nashville, TN*
Sleeping rooms	500	400	643	720	400	1,067
Meeting rooms	16	27	27	10	20	47
Average group lodging rates	YEAR-ROUND Single: $185–$250 Double: $185–$250	IN SEASON 1/15–5/31 Single: $150 Double: $160 9/15–1/14 Single: $135 Double: $135 OFF SEASON 6/1–9/14 Single: $70 Double: $70	IN SEASON 1/1–4/15 Single: $185 Double: $185 4/16–6/15 Single: $125 Double: $125 10/16–12/31 Single: $125 Double: $125 OFF SEASON 6/16–10/15 Single: $85 Double: $85	YEAR-ROUND Single: $165–$245 Double: $165–$245	IN SEASON 6/1–9/30 Single: $82–$92 Double: $82–$92 5/1–5/31 10/1–10/31 Single: $72–$82 Double: $72–$82 OFF SEASON 1/1–4/30 11/1–12/31 Single: $62–$72 Double: $62–$72	IN SEASON 6/1–10/31 Single: $89–$104 Double: $101–$116 SHOULDER 3/1–4/30 11/1–11/15 Single: $85–$95 Double: $97–$107 OFF SEASON 12/1–2/28 Rates will vary
Approximate group meal costs (tax and tip included)	B $12.10 L $17.00 D $33.90	B $15.13 L $18.76 D $35.70	B $10.45 L $18.75 D $27.25	B $15.00 L $17.00 D $43.00	B $ 7.26 L $12.10 D $21.78	B $11.00 L $15.00 D $30.00
Recreation:						
Golf	2 18-hole courses	1 27-hole course	Access to 2 18-hole courses	Access to 2 18-hole courses	1 18-hole course	Access to 2 18-hole courses
Swimming	5 outdoor pools, beach 1 mi.	2 heated outdoor pools	1 outdoor pool, beach, cabana club	2 outdoor pools, beach with activity center	2 pools (1 outdoor), beach	1 pool
Tennis	23 outdoor courts	10 outdoor courts	5 outdoor courts	5 outdoor courts	11 courts (4 indoor)	8 outdoor courts
Horseback riding	No	Access to	Access to	Access to	Yes	No
Health club	Yes	Yes	Yes	Yes	Yes	No
Sauna	Yes	Yes	Yes	No	Yes	No
Meal plan	European, Modified, or Full American	European, Modified, or Full American	European or Modified American	European, Modified, or Full American	European, Modified, or Full American	European
Nearest airport	San Diego	Tucson International	Fort Lauderdale	Kahului	Milwaukee Mitchell Field	Nashville Metropolitan
Distance/time from airport	30 mi. 35 min.	20 mi. 25 min.	3 min. 10 min.	30 mi. 45 min.	37 mi. 40 min.	6 mi. 15 min.

Pheasant Run Hotel *St. Charles, IL*	**The Pointe Resort** *Phoenix, AZ*
550 37	580 48
IN SEASON 4/15–11/15 Single: $69–$93 Double: $74–$105 OFF SEASON 11/16–4/15 Single: $54–$78 Double: $59–$83	IN SEASON 1/16–5/23 Single: $150 Double: $160 9/15–1/5 Single: $120 Double: $130 OFF SEASON 5/24–9/20 Single: $56 Double: $66
B $12.13 L $18.19 D $27.30	B $10.25 L $12.25 D $28.50
1 18-hole course 3 pools (1 outdoor) 13 courts (4 indoor)	Access to 1 18-hole course 5 outdoor pools 8 outdoor courts
Access to	Yes
Yes Yes	Yes Yes
European and Full American	European, Modified, or Full American
O'Hare International	Phoenix
24 mi. 35 min.	12 mi. 20 min.

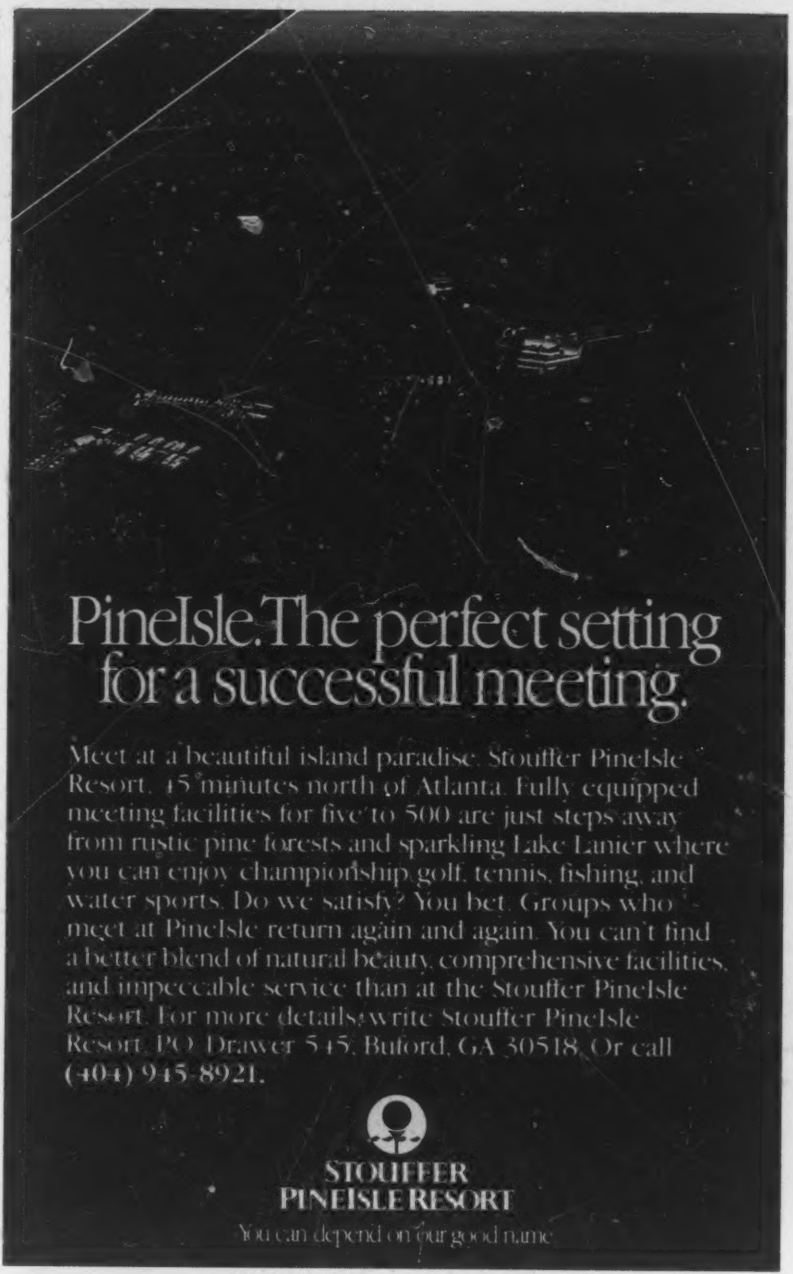

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TABLE IV-7 **Selected resort hotels: combining learning with luxury**

Facilities & Rates	**Ritz Carlton** *Naples, FL*	**Sea Pines Plantation** *Hilton Head Island, SC*	**Sheraton Village Hotel** *Steamboat Springs, CO*	**Stouffer Pineisle Resort** *Buford, GA*	**Waiohai Resort** *Kauai, HI*	**Westin Kauai*** *Lihue, Kauai, HI*
Sleeping rooms	463	700 Villas 202 Hotel rooms	276	250	434	850
Meeting rooms	19	18	16	19	10	13
Average group lodging rates	IN SEASON 1/1–4/30 Single: $200 Double: $200 5/1–6/30 Single: $160 Double: $160 10/1–12/31 Single: $160 Double: $160 OFF SEASON 7/1–9/30 Single: $110 Double: $110	IN SEASON 4/1–10/31 Single: $70–$200 Double: $70–$200 OFF SEASON 11/1–3/31 Single: $45–$75 Double: $45–$75	IN SEASON 2/1–4/18 Single: $95–$115 Double: $95–$115 1/4–1/31 Single: $65–$95 Double: $65–$95 5/25–9/28 Single: $49–$59 Double: $49–$59 CLOSED 4/18–5/24 9/28–Thanksgiving	IN SEASON 2/22–11/21 Single: $174 Double: $223 OFF SEASON 1/1–2/21 Single: $102 Double: $144 11/22–12/31 Single: $104 Double: $148	YEAR-ROUND Single: $125–$200 Double: $125–$200	IN SEASON 1/22–4/30 Single: $205–$245 Double: $205–$245 9/1–12/31 Single: $155–$185 Double: $155–$185 (Rates for remainder of 1987 have not been set yet)
Approximate group meal costs (tax and tip included)	B $18.00 L $25.00 D $50.00	B $ 9.20 L $11.10 D $25.80	B $ 8.25 L $11.50 D $21.90	B $ 9.60 L $12.00 D $31.20	B $16.45 L $21.00 D $38.55	B $ 9.50 L $11.50 D $23.50
Recreation:		(Part of Sea Pines Vacation Resorts, Inc.)				
Golf	1 18-hole course	6 18-hole courses, 1 9-hole course	1 18-hole course	1 18-hole course	Access to 1 18-hole course	2 18-hole courses
Swimming	1 outdoor pool, beach	30 outdoor pools, pool, beach	1 outdoor pool	1 indoor/outdoor pool, beach	3 outdoor pools, beach	2 outdoor pools
Tennis	6 outdoor courts	80 outdoor courts	Access to	7 courts (3 indoor)	6 outdoor courts (4 lighted)	8 lighted courts
Horseback riding	No	Yes	Access to	Yes	Access to	No
Health club	Yes	No	Yes	No	Yes	Yes
Sauna	Yes	No	Yes	Yes	Yes	Yes
Meal plan	European plan	European, Modified, or Full American	European and Modified American	Modified American	European, Modified, or Full American	European, Full American, or Modified American
Nearest airport	Southwest Regional, Fort Myers	Hilton Head Airport	Steamboat Bob Adams Airport	Hartsfield International	Lihue Airport	Lihue Airport
Distance/time from airport	24 mi. 30 min.	5 mi. 10 min.	6 mi. 10 min.	45 mi. 1 hr.	14 mi. 20–25 min.	1.5 mi. 5 min.

*Opens Sept. 1987

Williamsburg Inn & Country Club *Williamsburg, VA*	Woodcliff Lake Hilton *Woodcliff Lake, NJ*
859	350
26	23
IN SEASON 4/1–10/31 Single: $71–$146 Double: $71–$146 OFF SEASON 11/1–3/31 Single: $57–$107 Double: $57–$107	YEAR-ROUND Single: $ 93 Double: $103
B $ 7.25 L $12.10 D $30.25	B $15.00 L $17.00 D $30.00
1 18-hole course, 1 9-hole course 3 outdoor pools 8 outdoor courts	Access to 2 pools (1 outdoor) 2 outdoor courts
No	No
No No	Yes Yes
European, Modified, or Full American	European
Norfolk International	Newark International
45 mi. 50 min.	22 mi. 35 min.

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TABLE IV-8 **Selected budget motel chains**

Facilities & Rates	**Atlanta, GA** *Days Inns of America*	**Charlotte, NC** *Econo Lodges Of America*	**Columbus, OH** *Red Roof Inns*	**Milwaukee, WI** *Budgetel*	**Phoenix, AZ** *Best Western*
Inns in use	431	391	160	40	3,283
Total rooms	64,500	32,652	19,353	4,298	252,500
Inns being built	N.A.	125	15	12	N.A.
Inns planned	91	N.A.	20–25	N.A.	N.A.
Rates: Single room	$25.00–$ 90.00		$23.95–$39.95	$28.95	Budget to resort facilities
Double room	$30.00–$110.00	$31.50[1]	$25.95–$41.95	$33.95	$50.16[1]
3–4 persons	$35.00–$120.00	$32.95–$36.95	$32.95–$48.95	$38.95–$43.95	
Facilities and services (available at most units)	Color cable TV, pool, gift shop, restaurant, gas service, meeting rooms	Color TV, pool, meeting rooms, nonsmoking rooms and rooms for the handicapped, free morning coffee, nearby restaurant	Color TV with satellite stations, conference rooms, free daily newspaper, morning coffee, nonsmoking room and rooms for the handicapped	Color TV with satellite stations, meeting rooms, nonsmoking rooms and rooms for the handicapped	Color TV with satellite stations, pool, access to family restaurant, senior citizen and corporate discount programs, free travel guide, small meeting and conference facilities
Reservations	1-800-325-2525	1-800-446-6900	1-800-848-7878	1-800-428-3438	1-800-528-1234 For the hearing impaired: 1-800-528-2222

Facilities & Rates	**San Antonio, TX** *La Quinta Motor Inns*	**Santa Barbara, CA** *Motel 6*	**St. Cloud, MN** *Thrifty Scot*	**Wilton, NH** *Suisse Chalet Motor Lodge and Inns*
Inns in use	175	420	35	31
Total rooms	22,106	46,000	2,993	3,000
Inns being built	9	20–25	1	5
Inns planned	20	20–25	N.A.	3
Rates: Single room	$39.00	$14.95–$21.95	$26.00	$30.00–$35.00
Double room	$44.00	$19.95–$26.95	$30.00	$34.00–$39.00
3–4 persons	$49.00	$21.95–$30.95	$33.00–$36.00	$37.00–$42.00
Facilities and services (available at most units)	Color TV with satellite stations, pool, laundry service, nonsmoking and handicapped rooms, free morning coffee, free Newsweek magazine, free local phone calls, meeting rooms	Color TV, free in-room movies, pool, free local phone calls, handicapped rooms, access to family restaurant	Color TV with satellite stations and/or cable, free continental breakfast	Color TV with satellite stations, pool, laundry, valet, baby-sitting, auto emergency service, secretarial service
Reservations	1-800-531-5900	Central reservation service under development	1-800-228-3222	1-800-258-1980 In New Hampshire: 1-800-572-1880 In Canada: 1-800-858-5008

[1] Average room rate.

N.A.—Not Available. Rates may vary by location.

Source: Sales and Marketing Management survey.

Sales support and incentives

TABLE V-1 **Selected incentive travel destinations**

Destination	**Acapulco Mexico**	**Amsterdam Holland**	**Atlantic City NJ**	**Banff Canada**
Airfare:				
Low season	$397	$459	$188	$307
High season	same	$749	same	same
Lodging:				
Low season	$40	$46	$45	$71
High season	$56	$71	$80	$85
Meals:				
Modified American Plan	$22	$19 (Dinner only)	$31	$42
Group activity:	$25–$45 Mexican fiesta with drinks	$25 Holland night	$36 Dinner and show	$17 Wine and cheese party

Destination	**Hong Kong Island Hong Kong**	**Honolulu HI**	**Las Vegas NV**	**London England**
Airfare:				
Low season	$1,099	$564	$269	$548
High season	$1,197	$599	$314	$698
Lodging:				
Low season	$91	$60	$49	$114
High season	$146	$90	$89	$190
Meals:				
Modified American Plan	N/A	$35	$40	$45
Group activity:	$45 Dinner package	$45 Luau	$30 Cocktail show	$45 Dinner package

Destination	**Montreal Canada**	**Nassau Bahamas**	**Orlando FL**	**San Antonio TX**
Airfare:				
Low season	$134	$192	$238–$279	$238
High season	same	$409	same	same
Lodging:				
Low season	$60	$95	$55	$40
High season	$68	$135	$109	$70
Meals:				
Modified American Plan	$28	$45	$25	$25
Group activity:	$32 Theme party	$35 Pool-side barbecue	$35 Dinner package	$30 Barbecue

Destination	**Tampa-St. Petersburg FL**	**Tokyo Japan**	**Vail CO**	**Williamsburg VA**
Airfare:				
Low season	$238–$279	$1,071	$340	$158
High season	same	$1,147	same	same
Lodging:				
Low season	$85	$116	$60	$53
High season	$190	$148	$78	$90
Meals:				
Modified American Plan	$25	$42	$28	$24
Group activity:	$35 Theme party	$33 Dinner package	$18 Wine and cheese party	$25 Dinner package

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Charleston SC	**Dublin Ireland**
$198	$657
same	$729
$35	$108
$45	$122
$32	$20
$27	$30
Oyster roast	Dinner package
Maui HI	**Miami-Fort Lauderdale FL**
$569	$238–$299
$599	same
$90	$39
$130	$85
$40	$27
$50	$30
Luau	Dinner package
San Diego CA	**San Francisco CA**
$278	$298
same	same
$75	$75
$100	$140
$40	$40
$45	$50
Dinner party at Sea World	Dinner package

Note: All rates shown are approximate **per person** prices based on a group package tour of 40 people for a minimum stay of four nights and five days. **Airfares** are from Chicago and are discounted APEX excursion fares commonly obtainable when departing on Thursday and returning no earlier than Sunday. Note that airfares to the Orient, South America, and Europe generally call for a minimum stay of seven days. **Lodging** rates are typical per person rates based on double occupancy. Hotel rates may vary considerably depending on accommodations. **Meals** are based on the typical add-on for Modified American Plan (breakfast and dinner). At those hotels not offering MAP, prices are based on approximate group meal rates for breakfast and dinner. **Group activity** rates are approximate and will vary depending on type of function. Generally, a theme activity includes a meal and drink indigenous to the particular region or function being held.

Unless otherwise noted, taxes and gratuities are in addition to rates shown and will generally range from 20% to 25% for most meal programs. Lodging tax is extra also.

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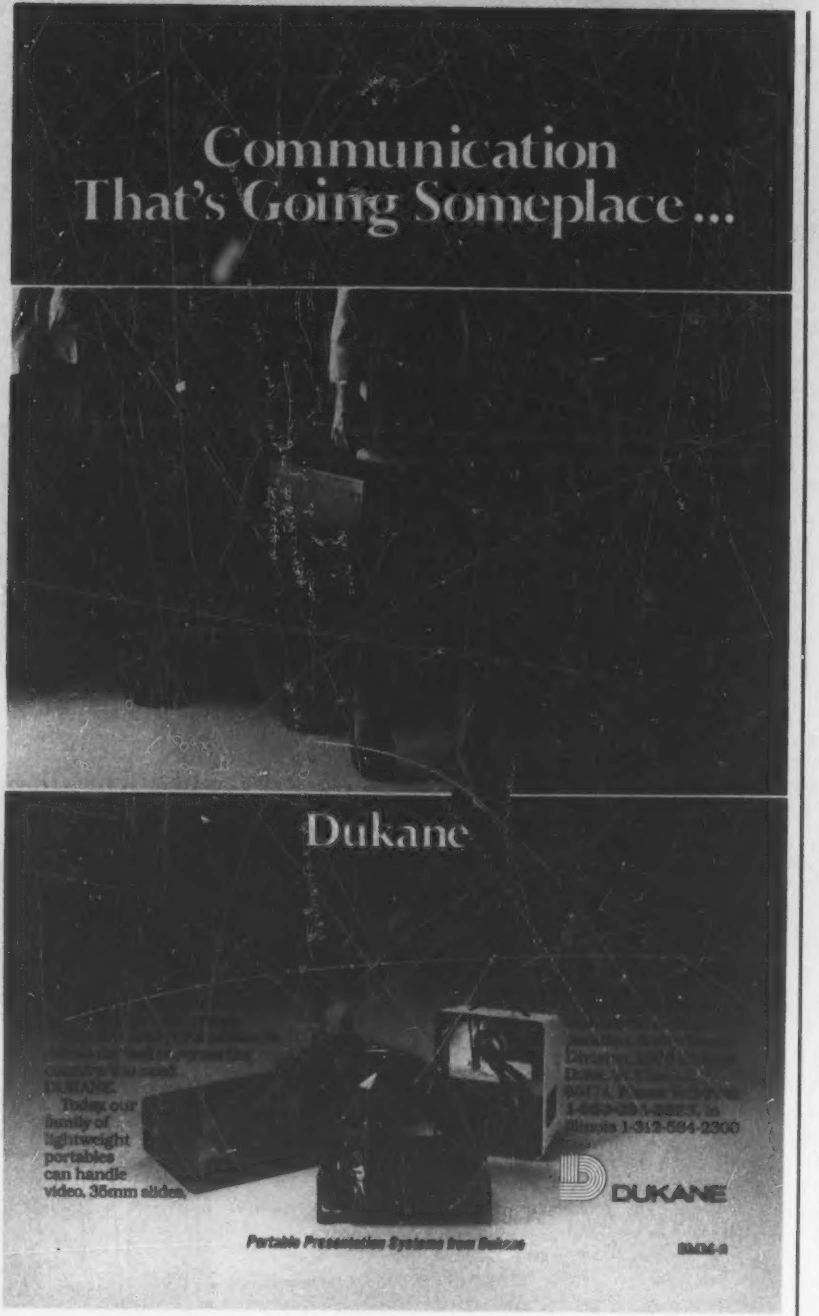
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Above rate effective through April 30, 1987. Bonds held less than five years pay less than the averaged semi-annual rates.

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TABLE V-2

Expected increases in 1987 trade show exhibition costs

Component	Projected Increase in Costs
Space rental rates	+7.3%
Personnel:	
Projectionist	+5.0%
Janitor	N.A.
Electrician	N.A.
Plumber	0%
Carpenter	+4.0%
Equipment:	
Audiovisual	+12.0%
Furniture	+9.0%
Other	
Exhibit preparation and refurbishing	+ 4.7%
New construction labor & materials	+ 4.0%
Freight	+ 4.0%
Drayage	+10.0%

Note: Year-to-year changes are due to the variety and number of respondents.
N.A. indicates that the association did not receive data from its membership in those categories.
Source: International Exhibitors Association

TABLE V-3 **Audiovisual equipment purchase costs**

Equipment	Purchase Price 1986	1985	% Change 1985–86
Projectors			
Super 8mm sound movie	$499–$639	$499–$639	N.C.
16mm sound movie	1,000–1,500	900–1,400	+ 8%
35mm slide with synchronized tape deck	435–1,000	350–950	+ 9
Rear-screen 35mm filmstrip with self-contained synchronized tape	585–700	350–700	+ 18
Opaque	659–798	500–750	+ 14
Overheard transparency	255–866	200–825	+ 9
Remote-control silent filmstrip	235–250	150–300	+ 7
Tape Recorders			
Cassette	47–600	50–600	N.C.
Reel-to-reel	400–1,000	400–1,000	N.C.
Video Equipment			
Recorders and players:			
½" color cassette	495–1,995	600–1,800	+ 4
¾" color cassette	1,650–3,350	1,500–3,500	N.C.
Cameras—color	1,050–8,250	500–7,500	+ 14
Receivers and monitors —color	340–1,430	450–1,300	+ 1

N.C.—No Change.
Note: These are factory-suggested retail prices for typical audiovisual equipment, without optional extras, which can be purchased at corporate as well as at branch sales offices. Significant changes in the price ranges reflect manufacturer changes in product line.

TABLE V-4 **Audiovisual equipment rental costs**

Equipment	Average Rental Rates—Daily 1986	1985	Weekly 1986	1985
Projectors				
Super 8mm sound movie	$25	$25	$75	$83
16mm sound movie	28	28	93	93
35mm slide	23	23	75	76
35mm slide with synchronized tape deck	43	35	145	116
Rear-screen 35mm filmstrip with self-contained synchronized tape	32	54	103	179
Opaque	33	33	108	110
Overhead transparency	25	25	83	83
Remote-control silent filmstrip	35	28	125	93
Tape recorders				
Cassette—stereo	33	33	109	110
Reel-to-reel—stereo	35	33	117	110
Video equipment				
Color recorders and players:				
½" cassette	55	55	178	183
¾" cassette	97	97	318	322
Color player – ¾" cassette	58	58	200	193
Large-screen receiver	292	288	958	956

Source: Sales and Marketing Management survey

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TABLE V-5

Typical trade show exhibit costs

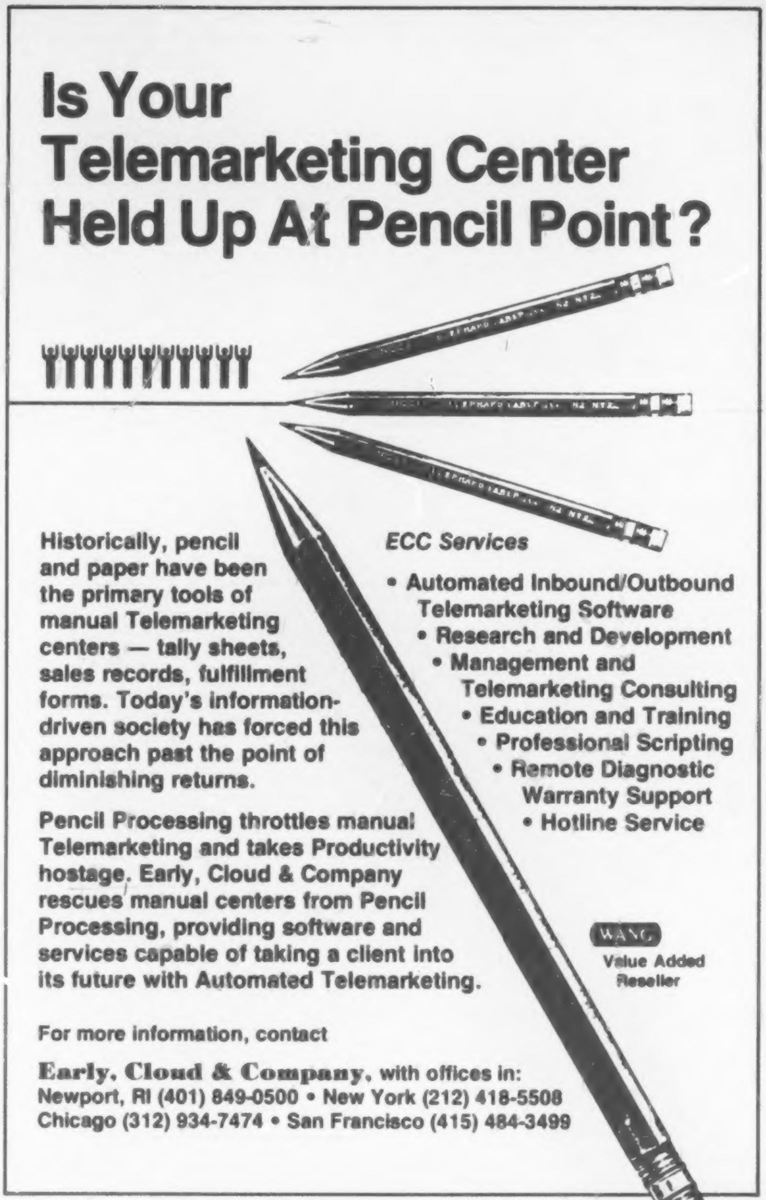
Component	1986 Average costs
Space rental rates/sq. ft.	$11.96
Exhibit construction*	
Backwall/linear ft.	963.00[1]
Island/sq. ft	37.00[1]
Freight/cwt.	17.97
Drayage (labor)/hr.	29.36
Personnel:	
Projectionist/hr.	23.39
Janitor/sq. ft.	0.11
Plumber/hr.	30.73
Electrician/hr.	30.28
Carpenter/hr.	32.23
Furniture rental:	
Upholstered lounge chair	25.27
Fiberglass side chair	14.55
Draped display table, 2′ × 6′	38.05
Desk	60.85
Carpeting/sq. yd.	9.68

*Design and detailing, materials, labor, etc., for a new custom-built exhibit.

[1] Three-year average, 1983-85

Source: Exhibit surveys, Inc.

Tradeshow Week, Los Angeles, CA (213-826-5696) ©1986.



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S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

TABLE V-6
Estimated advertising percentages in selected industries

Industry Sector	Advertising & Promotion Budget As % Of Net Sales 1985	Change in Pct. Points Of Advertising & Promotion 1984–85	Estimated Advertising & Promotion Budget As % Of Net Sales	
			1986	1987
FOOD PRODUCTS				
Food & kindred products	5.2%	-0.2%	5.1%	5.0%
Meat products	1.7	+0.3	1.7	1.8
Dairy products	5.1	+1.1	5.4	5.6
Canned foods	5.3	-0.2	5.3	5.4
Flour & other grain mill products	1.6	-0.3	1.5	1.4
Bakery products	1.5	+0.3	1.6	1.7
Malt beverages	8.4	+0.3	9.2	9.7
TOBACCO PRODUCTS				
Cigarettes	4.2	-0.4	4.3	4.4
Cigars	3.2	-1.3	3.5	3.6
TEXTILE MILL PRODUCTS				
Textile products	2.1	+0.5	2.1	2.1
Floor-covering mills	0.8	-0.3	0.7	0.7
APPAREL PRODUCTS				
Apparel & finished products	2.3	-1.5	2.4	2.4
FURNITURE & FIXTURES				
Household furniture	2.6	+0.5	2.6	2.7
Office furniture	1.6	N.C.	1.6	1.7
PAPER				
Paper & allied products	1.3	-0.4	1.4	1.4
PRINTING & PUBLISHING				
Publishing	1.7	-1.6	1.6	1.5
Newspapers	2.5	+0.4	2.5	2.6
Periodicals	4.0	-0.1	3.9	3.8
Books	4.0	N.C.	4.0	4.0
CHEMICALS & ALLIED PRODUCTS				
Chemicals	1.9	+0.4	2.0	2.1
Industrial inorganic chemicals	16.7	+4.7	17.3	17.8
Plastics materials & synthetic resins	0.7	-0.1	0.7	0.7
Ethical drugs	8.9	N.C.	8.9	9.0
Soap & other detergents	7.9	+0.4	8.2	8.4
Paints, varnishes & lacquers	2.8	+0.2	2.8	2.8
PETROLEUM & COAL PRODUCTS				
Petroleum refining	0.2	-0.1	0.3	0.3
Paving & roofing materials	1.2	-0.2	1.1	1.1
RUBBER & MISC. PLASTICS PRODUCTS				
Rubber products	2.0	+0.4	2.1	2.2
Misc. plastic products	1.2	N.C.	1.2	1.2
Footwear, except rubber	4.5	+0.7	4.8	5.2
STONE, CLAY & GLASS PRODUCTS				
Glass containers	2.2	-0.8	2.2	2.2
FOUNDRIES				
Blast furnaces	2.0	+0.4	2.1	2.1
FABRICATED METALS				
Heating equipment & plumbing fixtures	2.5	+0.2	2.6	2.7

Industry Sector
MACHINERY & EQUIPMENT
Farm & garden machinery & equipment
Metalworking equipment
Office computing & accounting machines
Refrigeration & service industry equipment
ELECTRIC & ELECTRONIC EQUIPMENT
Household appliances
Radio, TV sets
TRANSPORTATION EQUIPMENT
Motor vehicles & car bodies
Travel trailers & campers
INSTRUMENTS & RELATED PRODUCTS
Optical instruments & lens
Medical instruments & appliances
Photographic
Watches & clocks
MISC. MANUFACTURING INDUSTRIES
Jewelry & precious metals
Musical instruments
Toys, games & sporting goods
Pens & other writing instruments
COMMUNICATIONS
Radio-TV broadcasters
WHOLESALING
Autos & parts
Sporting & recreational goods
Drugs
Food
RETAILING
Lumber
Department stores
Variety stores
Grocery store chains
Automotive dealers & gas suppliers
Apparel
Women's ready-to-wear
Shoes
Furniture
Restaurants & fast-food chains
Mail-order houses
MISC. SERVICE INDUSTRIES
Hotels & motels
Personal services
Motion-picture production
Educational services

N.C. - No Change
Source: Pansophic Systems, Inc.

Note: The accompanying table is based on the tenth annual study of advertising and promotion expenditures of major U.S. corporations, *Ad $ Forecasts*, by Pansophic Systems, Inc. The study contains 1985 historical figures, current-year forecasts of advertising budgets for more than 4,000 publicly owned companies in 280 industries.

The data is compiled from 10-K reports filed with the Securities and Exchange Commission. Cautious interpretation is advised since (1) companies may vary on their interpretation of what constitutes advertising and promotion expenditures; (2) large companies operating in several fields may be listed only in their primary industry sector; (3) figures are not reported for privately owned companies. Copies of the *Ad $ Forecasts* are available for $325 from Pansophic Systems, Inc., 1550 Northwest Highway, Suite 206, Park Ridge, IL 60068.

Advertising & Promotion Budget As % Of Net Sales 1985	Change in Pct. Points Of Advertising & Promotion 1984–85	Estimated Advertising & Promotion Budget As % Of Net Sales 1986	1987
1.4%	+0.2%	1.5%	1.5%
4.0	+0.8	4.3	4.5
1.1	+0.3	1.0	1.0
1.8	+0.5	1.7	1.7
4.3	+1.4	4.4	4.5
2.4	−0.1	2.3	2.2
1.6	−0.3	1.6	1.6
0.8	−0.8	0.8	0.8
1.9	−0.1	2.0	2.0
1.3	−0.1	1.3	1.3
3.7	−0.2	3.7	3.6
1.6	N.C.	1.4	1.3
1.8	+1.1	2.0	2.2
3.9	+2.0	4.1	4.2
10.0	+2.7	10.3	10.6
5.3	+0.6	5.1	4.9
3.8	−0.1	3.8	3.8
4.5	−0.2	4.5	4.4
2.5	+1.7	2.4	2.3
0.7	−0.6	0.7	0.6
1.3	+0.9	1.3	1.3
2.7	+0.5	2.7	2.7
3.5	+0.2	3.6	3.7
2.4	+0.2	2.4	2.4
1.4	N.C.	1.4	1.4
1.6	N.C.	1.7	1.7
2.5	+0.5	2.6	2.7
2.9	+0.9	2.9	2.9
2.2	+0.2	2.2	2.4
5.8	−1.3	5.8	6.0
3.7	N.C.	3.7	3.7
13.2	−2.1	12.8	12.5
3.5	+0.9	3.7	3.9
7.5	+1.7	8.0	8.3
9.0	−1.5	6.6	7.2
4.1	−0.2	4.1	4.1

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Transportation

TABLE VI-1

Airfares for the 25 most travelled routes

Rank	From	To	Range Of One-Way Coach Fares 1986	1985	% Change Coach Fare[1] 1985–86
1.	Boston	New York	$ 59–$139	$ 59–$129	+ 5.3%
2.	New York	Washington, DC	59–150	75–124	+ 5.0
3.	Chicago	New York	119–290	200–270	−13.0
4.	Los Angeles	New York	199–510	240–490	+ 5.3
5.	Dallas	Houston	52–180	50–148	+17.2
6.	Los Angeles	San Francisco	49–119	49– 94	+17.5
7.	New York	San Francisco	199–565	520	−26.5
8.	Detroit	New York	109–220	89–210	+10.0
9.	Atlanta	New York	119–368	215–286	− 2.8
10.	Dallas	New York	129–381	99–361	+10.9
11.	Buffalo	New York	59–155	79–181	− 1.0
12.	Los Angeles	San Jose	75–121	69–110	+ 9.5
13.	Chicago	Minneapolis	115–183	95–183	+15.5
14.	Denver	New York	149–420	180–400	− 1.9
15.	Los Angeles	Phoenix	43– 89	39– 89	+ 3.1
16.	New York	Pittsburgh	69–200	99–143	+11.2
17.	Boston	Washington, DC	89–179	115–179	− 8.8
18.	Houston	New York	149–347	129–347	+ 4.2
19.	Dallas	San Antonio	52–180	69–161	+ 0.9
20.	Chicago	Detroit	99–180	49–160	+33.5
21.	Chicago	Los Angeles	430	390	+10.3
22.	San Diego	San Francisco	69–119	55– 85	+34.3
23.	Chicago	Dallas	109–275	99–255	+ 8.5
24.	New York	Norfolk	59–128	59–124	+ 2.2
25.	Chicago	Washington, DC	230–260	210–250	+ 6.5
	25-trip average		$181	$180	+ 0.6%

[1] The percent change in coach fares is based on the midpoint of the range for each year.

Note: Round-trip fare is double the one-way fare. Fares are for typical daytime business travel and do not reflect night or other special rates. Fare shown represents the range of one-way fares by all the airlines flying direct between the cities mentioned. All fares are rounded to the nearest dollar.

Sources: Civil Aeronautics Board, *Passenger Origin and Destination Survey*; McCord Travel Services.

TABLE VI-2

Average cost of 15 frequently made moves

Rank	From	To	1986 Cost	% Increase 1985-86
1.	New York	Miami	$3,909	7.5%
2.	New York	Los Angeles	6,529	7.5
3.	Chicago	Los Angeles	5,528	7.5
4.	New York	Chicago	3,172	7.4
5.	Chicago	New York	3,172	7.4
6.	New York	San Francisco	6,656	7.6
7.	Los Angeles	New York	6,529	7.5
8.	New York	Washington, DC	2,326	7.3
9.	Chicago	San Francisco	5,668	7.5
10.	New York	Houston	4,483	7.5
11.	Los Angeles	Chicago	5,528	7.5
12.	Los Angeles	Seattle	3,514	7.5
13.	Los Angeles	Houston	4,306	7.5
14.	San Francisco	New York	6,656	7.6
15.	Washington, DC	New York	2,326	12.0
	Average of 15 moves		$4,687	7.6%

Note: Based on average move of 8,000 lbs. Excludes packing containers and unpacking charges (which may vary within the areas indicated, depending upon origin of move). Moves between the same two cities may vary depending on the direction of the move. Figures are calculated using tariff charges filed with the Interstate Commerce Commission as a base. As a result of deregulation, discounts from these prices vary between carriers.

Source: Sales and Marketing Management Survey

TABLE VI-3 **Automobile Fleet Purchase Costs**

Model	Fleet Purchase Price		
	Six-Cylinder		% Increase 1986-87
	1987	1986	
Chevrolet Celebrity four-door sedan (standard four-cylinder)	$ 9,378[1]	$ 8,419	+10.2%
Ford Ltd Crown Victoria four-door sedan (standard eight-cylinder[2])	12,311	11,046	10.3
Oldsmobile Cutless Ciera four-door sedan (standard four-cylinder).	9,960[1]	9,833	1.3
Ford Tempo GL four-door sedan (standard four-cylinder)	—	—	—
Chevrolet Cavalier two-door coupe (standard four-cylinder)	7,257	6,900	4.9
Plymouth Reliant two-door sedan (standard four-cylinder)	—	—	—

[1] Fuel injected V-6.
[2] Not available in six-cylinder model.
Note: All prices include only the equipment that the manufacturer considers standard.

Freight charges are not included. Fleet purchase price will vary according to deals worked out by individual buyers and sellers.
Source: Automobile invoice service, *New Car Cost Guide*

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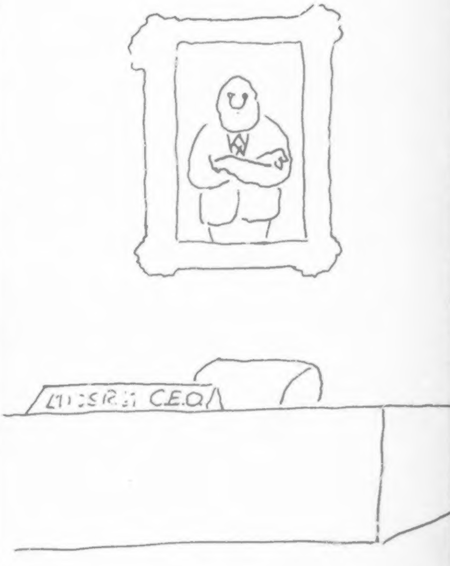

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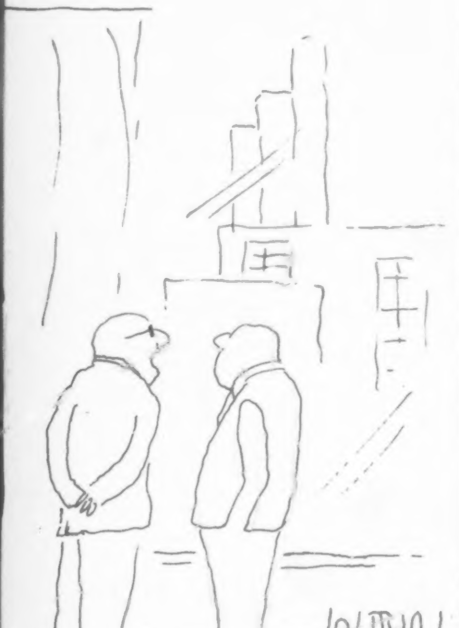
Four-Cylinder 1987	1986	% Increase 1986-87
$8,859	$7,900	+ 10.8%
—	—	—
9,441	9,314	1.3
7,338	6,792	7.4
6,696	6,339	5.3
6,965	6,541	6.1



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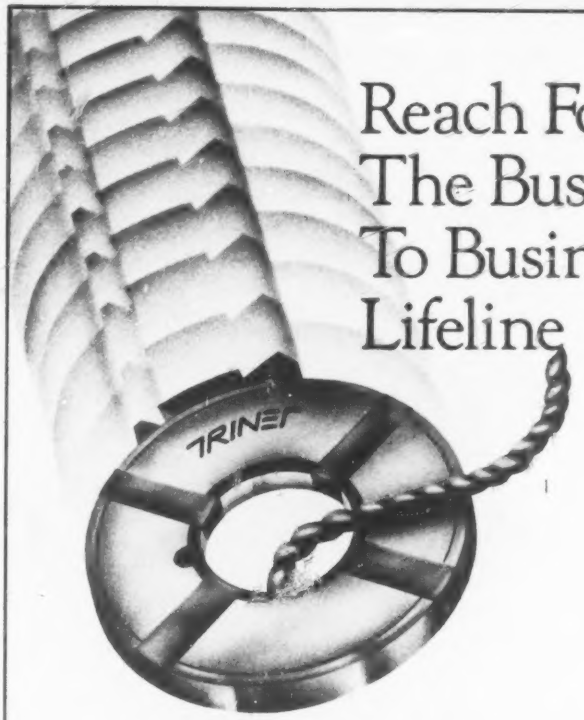

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TABLE VI-4

Daily auto-rental rates by city and region

City/ Metro Area	Average Daily Rate	Rental Cost Index (RCI)
Northeast		
Albany	$44.98	98
Boston	50.28	109
Bridgeport-Stamford-Norwalk-Danbury, CT	43.45	95
Buffalo	45.98	100
Harrisburg, PA	48.31	105
Hartford, CT	49.30	107
Jersey City, NJ	N.A.	N.A.
Long Branch, NJ	N.A.	N.A.
Nassau-Suffolk, NY	49.66	108
Newark	53.99	117
New Bedford, MA	49.63	108
New Brunswick, NJ	43.82	95
New Haven, CT	42.27	92
New York	53.31	116
Philadelphia	49.33	107
Pittsburgh	50.33	110
Providence, RI	46.99	102
Rochester, NY	48.65	106
Springfield, MA	44.63	97
Syracuse	45.99	100
Worcester, MA	54.00	117
Regional Average	**$48.15**	**105**

City/ Metro Area	Average Daily Rate	Rental Cost Index (RCI)
Midwest		
Akron, OH	$56.99	124
Canton, OH	56.99	124
Chicago	46.96	102
Cincinnati	40.66	88
Cleveland	54.33	118
Columbus, OH	51.33	112
Dayton	44.33	96
Des Moines	37.63	82
Detroit	53.30	116
Grand Rapids, MI	45.62	99
Indianapolis	42.63	93
Kansas City, MO	46.30	101
Milwaukee	47.99	104
Minneapolis-St. Paul	40.28	88
Omaha	41.30	90
St. Louis	42.63	93
Springfield, IL	47.98	104
Toledo, OH	43.99	96
Wichita, KS	40.62	88
Regional Average	**$46.41**	**101**

City/ Metro Area	Average Daily Rate	Rental Cost Index (RCI)
South		
Atlanta	$46.33	101
Austin	46.65	102
Baltimore	49.62	108
Birmingham, AL	43.30	94
Charlotte, NC	45.98	100
Dallas	50.99	111
Fort Lauderdale	37.63	82
Fort Worth-Arlington, TX	50.99	111
Greensboro, NC	44.98	98
Houston	47.66	104
Jacksonville	41.28	90
Little Rock	46.98	102
Louisville, KY	46.99	102
Memphis	48.99	107
Miami	38.95	85
Nashville	43.66	95
New Orleans	45.30	99
Norfolk, VA	47.99	104
Oklahoma City	43.99	96
Orlando	38.95	85
San Antonio, TX	45.33	99
Tampa	37.30	81
Tulsa, OK	47.31	103
Washington, DC	51.98	113
Wilmington, DE	43.50	95
West Palm Beach	40.95	89
Regional Average	**$45.14**	**98**

City/ Metro Area	Average Daily Rate	Rental Cost Index (RCI)
West		
Albuquerque	$42.63	93
Anaheim	45.99	100
Boulder, CO	44.33	96
Denver	40.63	88
Fresno, CA	46.83	102
Honolulu	45.96	100
Las Vegas	42.63	93
Los Angeles	44.65	97
Oakland	41.99	91
Oxnard, CA	42.99	93
Phoenix	43.63	95
Portland, OR	48.33	105
Riverside, CA	43.99	96
Sacramento	41.66	91
Salt Lake City	49.31	107
San Diego	43.98	96
San Francisco	42.66	93
San Jose	42.99	93
Seattle	48.66	106
Tucson, AZ	38.96	85
Regional Average	**$44.14**	**96**
U.S. Average	**$45.96**	**100**

N.A.—Not Available

Notes: **Average Daily Rates** were calculated from the single-day rental cost of a standard, full-size, two-door model as quoted by three of the nation's major auto-rental companies. Rates listed are for January 1987. All rates quoted are for same-city pickup and drop off and include 100 free miles. Rates did not include any additional insurance costs. The **Rental Cost Index** shows the Average Daily Rate expressed as a ratio of the U.S. Average ($45.96 = 100). An **RCI** figure of 106, for example, means that the auto-rental cost in the city or metro in question is 6% above the national average.

Source: Sales and Marketing Management survey

TABLE VI-5

Average cost of moving between selected cities

FROM \ TO	ATLANTA	BOSTON	CHICAGO	COLUMBUS	DENVER	DETROIT	HOUSTON	LOS ANGELES	MEMPHIS	MIAMI	NEW YORK	PHILADELPHIA	PHOENIX	ST. LOUIS	SAN FRANCISCO	SEATTLE	WASHINGTON, DC
ATLANTA		3293	2804	2348	3902	2713	2840	5628	2176	2557	3062	2861	4689	2451	6006	6157	2566
BOSTON	3293		3299	2753	5074	2917	4767	6603	3787	4153	2336	2348	6144	3492	6677	6558	2315
CHICAGO	2804	3299		2334	3265	2408	3528	5528	2671	3997	3172	3015	4749	2376	5668	5483	2831
COLUMBUS	2348	2753	2334		3583	2046	3424	5675	2489	3422	2638	2498	4895	2215	5905	5777	2186
DENVER	3902	5074	3265	3583		3674	3252	3297	3252	5256	4843	4576	2768	2941	3629	3727	4412
DETROIT	2713	2917	2408	2046	3674		3818	5843	2776	3906	2826	2686	5105	2502	5929	5798	2494
HOUSTON	2840	4767	3528	3424	3252	3818		4306	2498	3535	4483	4232	3424	2827	4987	5753	3966
LOS ANGELES	5628	6603	5528	5675	3297	5843	4306		4798	6229	6529	6364	2296	4934		3514	6220
MEMPHIS	2176	3787	2671	2489	3252	2776	2498	4798		3129	3528	3265	4023	2146	5532	5753	2945
MIAMI	2557	4110	3954	3378	5256	3862	3535	6229	3129		3863	3625	5662	3544	6552	6835	3252
NEW YORK	3062	2336	3172	2638	4843	2826	4483	6529	3528	3907		2179	6041	3295	6656	6265	2326
PHILADELPHIA	2861	2348	3015	2498	4576	2686	4232	6364	3265	3668	2179		5868	3077	6537	6385	2137
PHOENIX	4689	6144	4749	4895	2768	5105	3424	2296	4023	5662	6041	5868		4105	2743	4023	5708
ST. LOUIS	2451	3492	2376	2215	2941	2502	2827	4934	2146	3544	3295	3077	4105		5467	5467	2868
SAN FRANCISCO	6006	6677	5668	5905	3629	5929	4987		5532	6552	6656	6537	2743	5467		2900	6348
SEATTLE	6157	6558	5483	5777	3727	5798	5753	3514	5753	6835	6265	6385	4023	5467	2900		6229
WASHINGTON, DC	2566	2315	2831	2186	4412	2494	3966	6220	2945	3295	2326	2137	5708	2868	6348	6229	

TABLE VI-5
Average cost of moving between selected cities

Note: Charges stated in dollars, based on average move of 8,000 lbs. Excludes containers, packing and unpacking, and other charges, which may vary within the areas indicated, depending upon origin of move. It should be noted that because moving rates are calculated from the city of origin, costs between the same two cities may vary depending on the direction of the move. Figures are calculated using tariff charges filed with the Interstate Commerce Commission as a base. As a result of deregulation, discounts from these prices vary between carriers.

Source: Sales and Marketing Management survey

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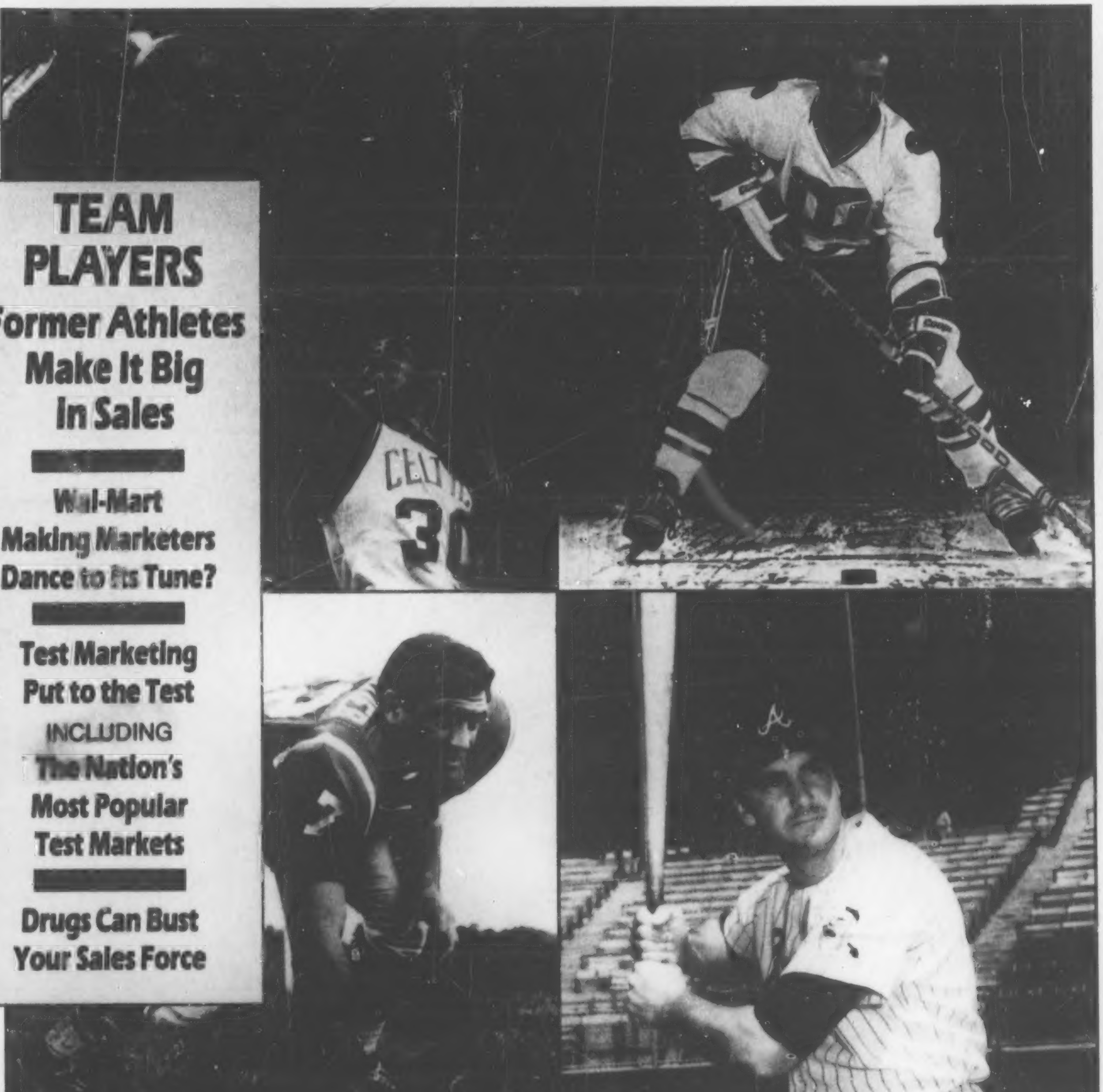

TEAM PLAYERS

Former Athletes Make It Big in Sales

Wal-Mart Making Marketers Dance to Its Tune?

Test Marketing Put to the Test

INCLUDING

The Nation's Most Popular Test Markets

Drugs Can Bust Your Sales Force

Sales and Marketing Management

Established 1918

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Cover:
As any professional athlete will tell you, a career in sports can be cut short by many things: injuries, trades, changes in management, and—of course—time itself. This month S&MM looks at how four former pros prepared for their second career—in sales and marketing.

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Selling out

Soft.Kat's founders become fat cats

In a matter of four short years Alan Gleicher has gone from a fledgling businessman who met potential clients at the airport rather than have them see his office—a friend's guesthouse and garage—to a rich young man who could, if he wished, retire to a life of loafing.

Gleicher, 34, is president of Soft. Kat, which he and his partner, 36-year-old Modie Katz, chairman and CEO, just sold to Baker & Taylor, a division of W.R. Grace. The sale price is confidential, but a year ago the Grace division, which distributes books, software, and videos, paid $4.2 million for a 39% stake in Soft.Kat. The Van Nuys, CA, distributor, which tallied sales of $35 million in 1986, is the largest purveyor of educational software in the country according to the Software Publishers Assn., Washington, DC.

The pair's decision to sell the company was forced by what Gleicher says was a need for further growth in a market that's becoming fiercely competitive.

"If we wanted to continue to be the largest distributor," he says, "we needed more sophistication in computer systems and on-line electronic distribution. That requires capitalization and systems experience we didn't have."

Gleicher and Katz have only themselves to blame—if that's the right word—for today's aggressive competition in educational software distribution. When they started Soft. Kat, very little educational software was available. There were less than a dozen publishers in the field and most retailers were blind to the potential of the market. But Soft.Kat's marketing proficiency changed all that. The company now distributes programs of more than 130 publishers to a network of 3,000 dealers.

Though the buyout has turned

S&MM salesgraph

Targeting the work-at-home market

Uppermost on the minds of many retailers at the recent Winter Consumer Electronics Show was how to sell to the work-at-home market now that it's shedding its swaddling clothes. Falling prices, hi-tech features, and product portability are enhancing the in-home sales prospects of a raft of electronic gear, including PCs, copiers, and fax machines. "Market growth is all in the marketing now," says Adam Levin of Mace Electronics and Computer Centers. "Technology has nothing to do with it." Members of a panel devoted to the market agreed that 1987 will see considerable experimentation in sales tactics, in-store displays, and advertising appeals.

The work-at-home market is becoming too large for retailers to ignore. A new Bureau of Labor Statistics (BLS) study reports that in May 1985, 2.2 million Americans worked exclusively at home, while another 1 million put in 35 hours or more per week on the home front. BLS also reported that 8.4 million persons worked at home for at least eight hours a week. Francis W. Horvath, BLS economist, notes the totals do not include persons working at home on a second job or business.

Marcia Kelly of Electronic Services Unlimited, a New York City consultant specializing in the telecommuting market, says 13.3 million persons in 10.6 million households worked at home last year. Some 58% of them, she adds, are self-employed.

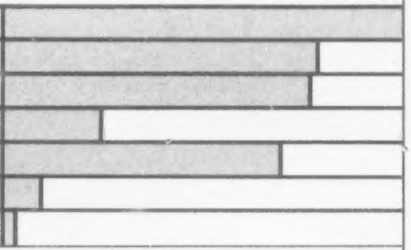
Age profile of work-at-home market*

	Men		Women	
Age Group	Total (000)	%	Total (000)	%
16-24	195	4.3%	265	6.9%
25-34	1,220	26.6	1,144	29.9
35-44	1,471	32.1	1,189	31.1
45-54	925	20.2	712	18.6
55 or more	769	16.8	513	13.4
Total	4,580	100.0%	3,824	100.0%

*Persons working eight hours or more at home.
Source: Bureau of Labor Statistics

Needs of the teleworker

Work-at-home households (Mil.)	10.6
Product	Usage
Telephone	75.5%
Typewriter	66.1
PC: occasional use	65.1
PC: substantial use	18.9
Office furniture	55.8
Copier	7.0
Facsimile machine	2.0



Note: Pertains only to income-producing, work-at-home households.
Source: Electronic Services Unlimited, div. of Link Resources

ly to rely more on new products for their sales growth. The bad news is that the people responsible for developing new products—and those responsible for marketing them—often go their separate ways once their job is done.

"At many companies, nothing brings the two departments together," says Michael Duerr, author of the report, *The Commercial Development of New Products*. "They're viewed as having very different jobs."

Duerr says that the study does show that some companies have improved the relationship between R&D and marketing, resulting in more successful launches of new products, among other things.

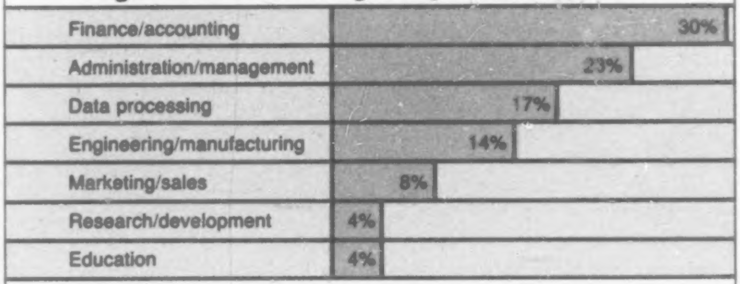
The techniques used to integrate these two areas can range from the informal (putting offices closer together) to the more structured (at-

Market highlight

Software drought stiffs marketing

PC usage in marketing departments is being held back by a lack of sales-oriented software. The latest update from a survey of 10,000 PC sites by Computer Intelligence (CI), the La Jolla, CA, research firm, finds 8% of respondents citing the sales/marketing department as a "major user" of PCs. Industry analyst Thomas Young expects the 8% figure to "rise significantly as sales-oriented applications become increasingly available."

Major PC users by department



Source: Computer Intelligence, *System Trend Service: Personal Computer*

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Sales and Marketing MANAGEMENT

REPACKAGING THE BRAND MANAGER

Laptops and the Sales Force

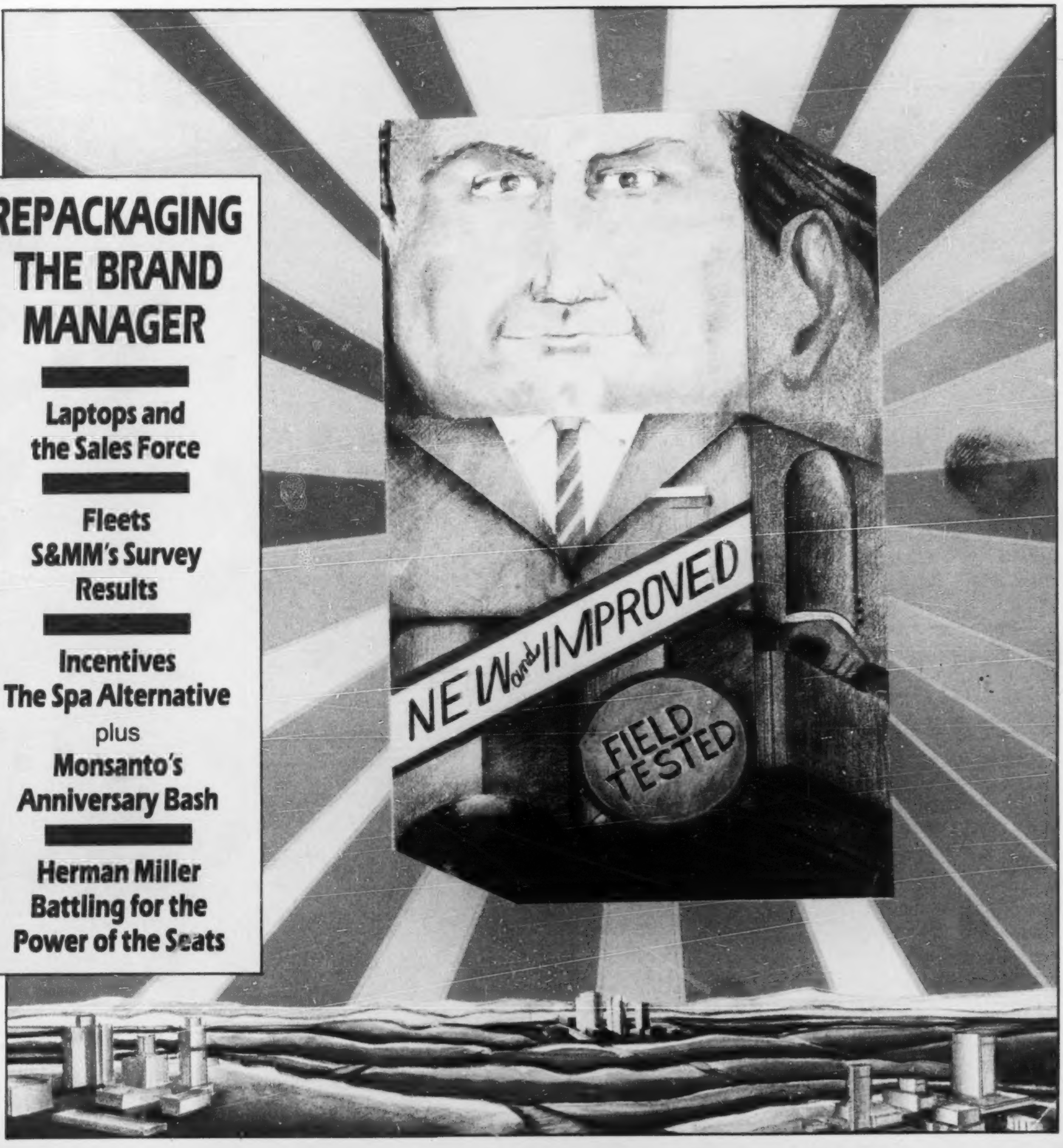
Fleets S&MM's Survey Results

Incentives The Spa Alternative

plus

Monsanto's Anniversary Bash

Herman Miller Battling for the Power of the Seats



Sales and Marketing
MANAGEMENT

Established 1918

Contents / April 1987

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Today, the local marketplace is where brands live or die. As a result, brand managers are being reshaped to conform to new rules.
Cover illustration: Frank Sargenti

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Chief Mort Zuckerman, pollster George Gallup Jr., and CBS's Charles Kuralt were just a few of the big names on hand to address the assembled throng of roughly 1,500, but the real meat was supplied by speakers like McCann-Erickson's Robert Coen, Ogilvy & Mather's Graham Phillips, and J. Walter Thompson's Rena Bartos.

Bartos's presentation, "The changing consumer marketplace: Five trends that will redefine marketing and advertising," provided conference-goers with an overview of coming changes in economic and demographic areas, highlighted by the following trends:

Trend 1: The changing economy, says Bartos, shows that we are moving toward a two-tiered system where "an increasing amount of income is concentrated among the upper third of households." In addition to this trend in income, Bartos also sees a continuation of the shrinking of the nation's middle class and the emergence of a disadvantaged underclass due to a lack of educational and job-related opportunities.

Trend 2: The changing role of women has created four basic classes of female consumers, says Bartos. Briefly, they are: *stay-at-home housewives*, who "tend to be the oldest and least educated of any group"; *plan-to-work housewives*, who are "the youngest" and "most likely to have young children"; *just-a-job working women*, a group that Bartos says is getting "a little younger every year, as the plan-to-work housewives really go to work"; and *career women*, "differentiated by their education and affluence."

S&MM marketgraph

VCRs: Advertising medium waiting to be born?

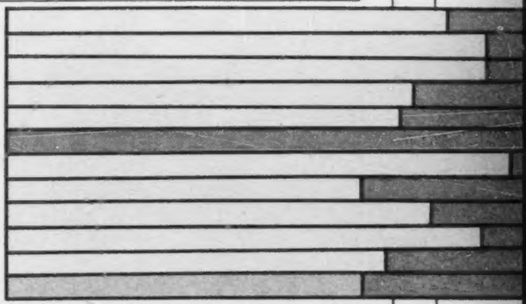
Major advertisers anxious to exploit the videocassette recorder boom will intensify their efforts, as new data show significant VCR penetration in the nation's largest TV markets. A.C. Nielsen reports that as of last November, more than half the TV households in 6 of the top 10 TV markets had VCRs, and the penetration rate in all but one of these 10 markets topped the U.S. average of 43.5%.

A few advertisers, such as Canon, Outward Bound, and Red Lobster, have dipped into the video waters with "how-to" cassettes that target specific audiences. And in a move that's bound to be followed by others, Pepsi has paid handsomely to have its jet plane TV commercial inserted at the start of the recently released videocassette of *Top Gun*, backing the spot with a multimillion-dollar support program.

Spurring these advertisers is the desire to capture the growing number of consumers who spend more time with their VCRs and less time watching regular programming. While videophiles spend a good deal of their time recording network fare, this doesn't necessarily guarantee the advertiser a second shot. As Ronald B. Kaatz, senior vice president of J. Walter Thompson, told a recent Assn. of National Advertisers TV workshop, "Half of the home videophiles delete most or all commercials during taping, and on playback sixty percent zip past them."

Making inroads in the biggest markets

Top 10 TV Markets	% VCR Penetration
1. New York	52.5%
2. Los Angeles	56.4
3. Chicago	56.3
4. Philadelphia	48.1
5. Boston	47.3
6. San Francisco-Oakland-Santa Rosa	59.7
7. Detroit	42.1
8. Dallas-Fort Worth	51.4
9. Washington, DC	56.1
10. Houston	45.2
U.S. Average	**43.5%**



Source: A.C.Nielsen Co., *Station Index*

Trend 3: The concept of life cycle. Concerning the areas of marriage, earnings, parenting, and other life-cycle concepts, Bartos says statistics show that "not all career couples are young, trendy swingers," noting that "one in four two-paycheck couples are over 49 years of age." In addition, other surprising stats indicate that "only 33% of adults in the U.S. have children under 18 years of age living at home," and that "just 17% of all adults live the traditional lifestyle of breadwinner-husband/homemaker-wife."

Trend 4: The changing age composition of Americans reveals the existence of something Bartos labels "the invisible consumer market," defined as those over age 49. The three subgroups within this segment that have potential as consumers are "active affluents who are still at work; active retireds who are above poverty and in adequate health; and housewives," who, Bartos says, "never retire," although "their consumer needs change as mailed to the field or picked up at the regional office," explains John Hanlon. "The process was cumbersome and took too long, as much as two weeks. Now, with their Hewlett-Packard Portable Plus, they access the host computer for the information they need and know it reflects activities up to the previous day. Because the information is up-to-the-minute, they can service the customer better and build a stronger relationship."

Some marketers hope to pyramid the portable computer's benefits with portable printers. Anaquest's reps tote Hewlett-Packard ThinkJet printers along with their laptops. "Our computer-base educational training programs are very popular with physicians and anethesiologists," explains John Cordio, senior systems analyst. "When they see something during a demonstration that they think will be helpful, the reps make a printout, which they can refer to in the future."

Interestingly, most marketers are taking the plunge into portables as a leap of faith that their investment will ultimately pay off and don't feel that formal monitoring programs are needed to document measurable results. Hercules Chemicals' Gregory Vermeychuk states the consensus: "We're dealing with professionals, not clerks. It's not the same as with a secretary, when you compare the number of documents she prepares on a word processor as opposed to a typewriter. The salesperson isn't out there to make the most calls in the minimum time; instead, he's out there to bring in business. We can point to specific instances where we got the business because the rep had a portable in the field."

James Huguet feels most marketers are proceeding on "gut feel; they feel it's something they have to get into, that the hardware and software improvements will ultimately produce the benefits."

One of the few who took a stab at developing quantifiable measurements is Du Pont's James Mercante. "Prior to our pilot, the reps did a time and motion study for two weeks, using a beeper that reminded them several times during the day to record their activity at the moment. Later, after fifty reps in two pilot districts had used IBM Convertibles for some time, we had them repeat the time and motion study. We made some return-on-investment estimates based on the two studies, and, frankly, the results were so good that we had to be extra conservative when extrapolating the data to cover our entire sales force."

As the pace-setting marketers score a competitive edge in their respective industries, rivals will be under mounting pressure to play catch-up. Furthermore, falling prices and increased functions will expand the portable's appeal to a wider base of prospects.

A new Frost & Sullivan, New York City, report, *Portable Computers*, predicts, "Prices [in constant 1985 dollars] will decline an average fifteen percent per year due to technology cost reductions. The cost of computing power is declining even faster than fifteen percent, since systems are increasing in capabilities and functionality at a more rapid rate than the accompanying price decline." And, as prices fall, converts will rise.

Thayer C. Taylor, Senior Editor

Portable's market: '87 a critical turning point

"Sales personnel are probably one of the largest occupational users of portable computers," says Peter Teige, an industry analyst with Dataquest, a San Jose hi-tech research firm. "Prices have come down quite a bit the last two years, to between two thousand and three thousand dollars, depending on options. At that level, corporations are willing to outfit their sales forces with laptops."

While prices will continue to drop, he adds, "system improvements will make prices relatively stable in terms of the average purchased system."

The portable's major challenge will continue to be "achieving price competitiveness with desktops," contends Steve Bosley, an industry analyst with International Data Corp., of Framingham, MA. "For every portable, there's an equivalent desktop at half the price. Vendors must narrow that gap if the market is to grow."

A Frost & Sullivan report, *Portable Computers*, questions how much of the price gap can be narrowed. "Assuming that price is still the most important determinant," the report states, "briefcase-size and lap-size portables are still overpriced for their performance. This stems from the fact that external storage devices, conversion software programs, and other elements necessary to make a full-function, integrated computer system brings the cost to well above what one would pay for comparable power in a desktop package."

The Gartner Group's William Kirwin thinks "this year could be the year price/performance reaches the critical mass point. When prices of full-function portables edge under two thousand dollars, market forces will take hold and the machines will become more widely accepted."

Along with lower prices, users of portables can expect a continuing flow of technological improvements. According to Dataquest's Teige, "Portables will become lighter, faster, and have batteries that last longer and recharge faster. Screens will keep getting better, and there's an outside possibility color displays will reach the market three years out. Floppy disks could be replaced by integrated circuit memory cards the size of a credit card, with built-in programs. They'll require much less power than today's storage devices, thus batteries will last much longer and many of the problems that occur when disk drives are banged around will be eliminated."

Further down the road: Compact optical disks (CDs) as the storage medium. Combining text, data, video, photos, and sound, the CDs will put several kinds of databases at the sales rep's disposal, enhance his sales presentations, and include a variety of teaching aids.

The outlook for portables

(Unit shipments, U. S. market)

	1985	1986	1987	1990
High end	88,000	219,000	374,000	1,171,000
Low end	120,000	74,000	62,000	124,000
TOTAL	208,000	293,000	436,000	1,295,000

Source: Dataquest.

Fleets: S&MM's Survey Results

Keeping salespeople on the road

As operating costs take off, sales managers look for ways to hold down the bottom line.

Sherwin Klein, corporate vice president of sales at Accra Pac Group, an Elkhart, IN, contract packager, is concerned about his company's rising fleet costs. "It's not so much the sticker price of the car," he says. "It's the cost of the maintenance. The price of keeping cars serviced properly just keeps on going up and up."

Klein is not alone. More than half of the sales and marketing executives and fleet administrators surveyed by S&MM said maintenance and operating costs make up their biggest worries when it comes to managing fleets (see charts). "The rising price of repairs is scary," says Bob Siler, president of Sales Force Companies, a Schiller Park, IL, manufacturers' rep firm. "We are really concerned about that and our insurance rates."

While executives cite a variety of reasons for escalating operating costs, many feel poorly made cars bear much of the blame. Patricia Keating, director of marketing at Heike Design Associates, a Milwaukee architectural and design firm, says problem automobiles, more than constant use, have deeply cut into the company's operating costs. "We lease American-made cars and the only reason I think we have problems is because of their quality and design."

Klein agrees, drawing on personal experience to explain the troubles his company has had with its fleet: "I had a car whose engine I had to replace after 11,000 miles."

Still, the survey shows that even those who are unhappy with the quality of domestic cars are reluctant to switch to imports. In fact, only one of the people surveyed said he was considering foreign cars for his fleet. The reasons, however, may have more to do with politics than automobiles. Says one company president: "I'd really consider them [imports], but I can't very well tell someone to buy American and pull up in a Datsun."

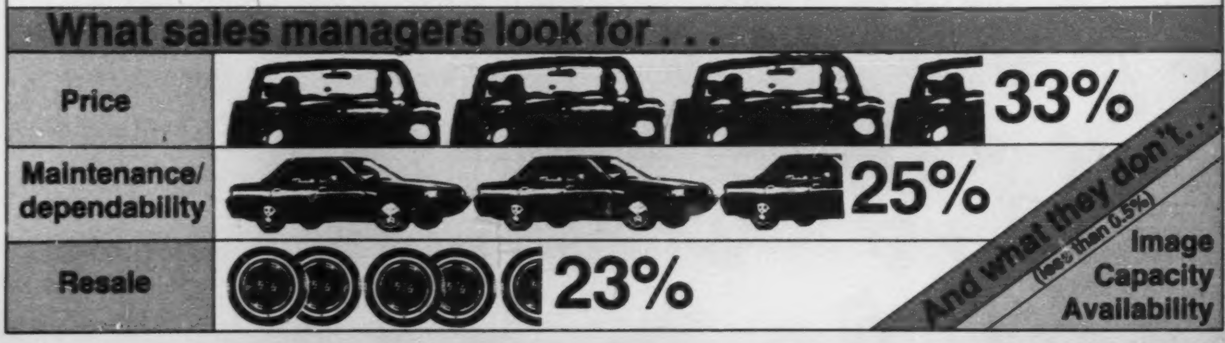
To counter rising costs and poor service (the survey showed 29% considered the maintenance they received from suppliers less than adequate), executives are looking at their service agreements more carefully. Klein, for example, recently dropped his maintenance contract because he found the price was too high. Others say they're leaving maintenance up to the individual salespeople or are changing their fleet agreements altogether. A.J. Montemarano, vice president of sales and marketing at Daniel Radiator in Houston, recently decided to forgo the usual leasing maintenance agreement in favor of a local operator. So far, he says, he has received better service at a more reasonable price. "The cost from the leasing company was just out of line. Judging from its prices, I don't think it knows its markets very well."

And Keating, whose company is in the process of switching from leasing to owning its fleet, says new tax laws are only part of the reason for the change; the service the company received from its leasing company wasn't good. "It never went out of its way to answer questions. It was real production-line service."

Tom Ellis, the general sales manager of General Extrusions, a metal company in Youngstown, OH, was also unhappy with the service he was getting. His company still leases but changed suppliers from Avis to Associates Leasing and now has a two-year fixed lease instead of a 60,000 miles agreement.

"We were finding that we were getting 100,000 miles and more over two years on some cars," he says. "And the cost of maintenance was getting too high; on a few of the cars it seemed we were spending $500 every other week. Also, the service was real poor. If there was ever an accident and we had to bring the car in to be fixed, it took a long time to get resolved." However, not all respondents were dissatisfied with their supplier's maintenance. Says one executive: "We demand and get excellent service from our leasing company."

People responsible for fleets are also researching automobile records closely. Some respondents say they ask manufacturers for latest ratings



and performance history. However, Raymond Colombo, president of L. Fishman & Sons, an industrial tool wholesaler/distributor in Baltimore, MD, goes one step further: he does his own research with the help of the annual auto report issued by *Consumer Reports*. "I look up the models and see what kind of repair history they have. It may not have this year's model, but you can spot trends. It beats guessing, which I think a lot of people do."

Despite the concerns about maintenance and operating costs, executives say they look first at price when actually choosing a car (33%), followed closely by maintenance/dependability (25%) and resale (23%). This marks a slight reversal from S&MM's 1985 fleet car survey in which resale was rated as more important than maintenance.

Not all criteria used for selecting a fleet are so practical, however. While only accounting for a small percentage of the responses (less than 0.5%), executives listed the following as critical factors: availability, trunk space, gas efficiency, image, automatic transmission, and seating capacity. Still others say they have little real choice in the cars they pick, either because of the whims of a superior or their customers. Says one: "GM is a client of ours so guess what we drive."

The survey also shows that companies are holding on to cars longer. A full 65% of those who responded to the question of car retention said that they're keeping their cars three years or more (the high was six years). In S&MM's 1985 survey, just over 50% said they kept their cars that long, and in 1982 the figure was slightly under 50%. Of those who go by mileage rather than time, the average was just over 55,000 miles before turning the car in.

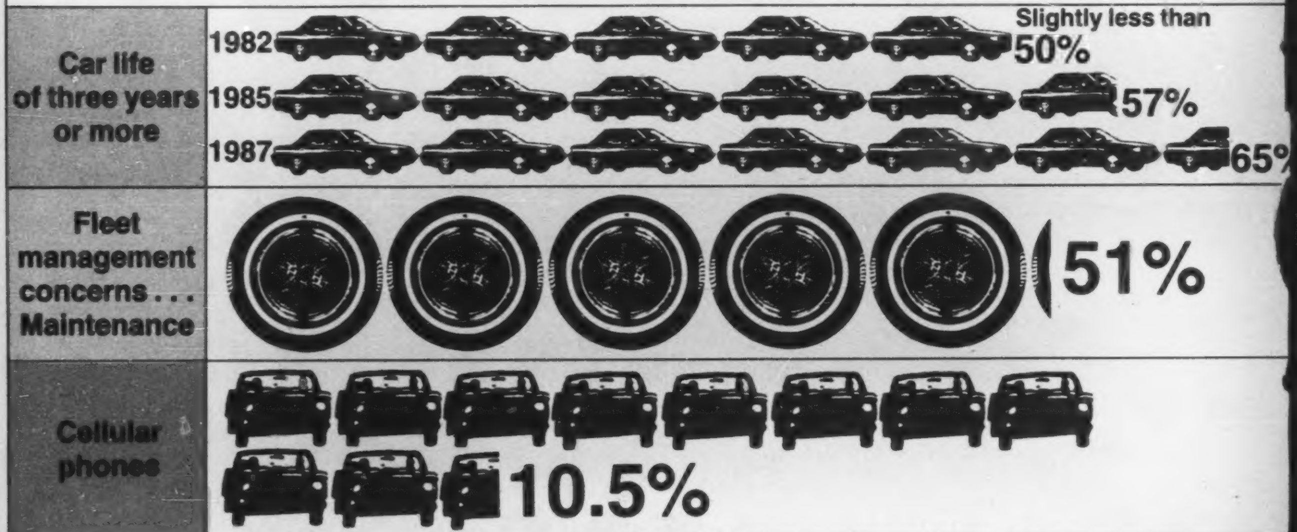
Safety training

As insurance rates and maintenance costs climb, executives say that driver safety is becoming more important. For example, 25% of those surveyed say they now offer some kind of safety program at work, with a handful of others saying they're considering it. Bob Higgins, manager of automobile services at Boots Pharmaceuticals, Shreveport, LA, oversees a fleet of 250 cars and says the company puts an emphasis on safe driving. "We don't have driver training courses per se, but safety is important to us, so we have monthly safety tips. We're also looking into some cassette tapes on safety procedures for people to play when they're driving." Higgins estimates that company cars are involved in one minor accident a month and a "few totallings" over the course of a year.

Another growing area for fleet car executives is cellular phones. Once considered a luxury for the upper echelon at a company, the telephones are becoming common as service becomes available in more areas. Also, as leasing companies make the phones an option, sales and marketing executives expect the phone's use to grow. Already, according to the survey, 10.5% equip their fleet cars with cellular phones and another 23% say they're looking into it.

One large company that has already gone the cellular route is Sea-Land, which started installing phones in its salespeople's cars last year. To date, the company has put them in 50% of their 300-car sales fleet and expects to outfit the rest of the cars by the end of 1987. "We did test marketing [of the phones] in Boston, L.A., and Chicago and were very happy with the results," says sales and marketing manager E.R. Berti. "Already we've seen a return on our investment, and we really expect them to pay off in the future."

Another 28% of respondents say they use car upgrades or options as a motivational tool, with one company going so far as to offer its top salespeople a choice of $45,000 luxury sports cars (see box at right). Such extravagant perks are rare, however, as most executives stick to more conventional automobile upgrades like bigger-size cars or more options, depending on a salesperson's performance and, in some



The best fleet in town

They love L.A.: Salespeople at Ameritech, a Southern California copier dealer, with luxury cars received for reaching company's sales goals.

Tom Barry and Jack Finnell, two transplanted Easterners who started a Huntington Beach, CA, copier dealership four years ago, have a very expensive and very Californian fleet program—their top salespeople get their choice of a Jaguar, Porsche, BMW, or Mercedes. The company, Ameritech (1986 sales: $12 million), picks up the tab for the lease, insurance, and maintenance; all the salesperson has to do is select the car.

"People out here are in love with their automobiles," says 46-year-old chairman Tom Barry. "And with our freeway system, you spend a lot of time in your car."

Barry and his partner Finnell, who is the 41-year-old president of Ameritech, spent 15 years at Xerox, starting as salesmen before becoming sales managers. They learned a lot about copiers from the giant company, but perhaps even more about salespeople. "Young sales reps are materialistc," says Barry. "That's why they go into sales. When Jack was a young sales rep, he got a Corvette; when I was young, I got a Porsche. But in those days a Corvette was $6,000, a Porsche $12,000. Now a Porsche is a $30,000 to $50,000 car and not many young sales reps can afford that."

Ameritech's fleet program is simple. Make $40,000 in commissions and the salesperson gets to join the Chairman's Club, which entitles him to a luxury car. The company leases the auto for five years, and the salesperson gets to use the car anyway he likes as long as he continues to reach the $40,000 mark. If he slips below that figure, Barry and Finnell take the keys away. So far that hasn't happened, and 13 of the company's 52 salespeople have been able to drive away in expensive new wheels.

The program costs Ameritech $168,000, but Finnell says it's worth every penny. "We've seen complete changes in behavior [among some salespeople]. They see the other reps driving the [Porsche] Carrera, and they want it so badly they become serious, disciplined salespeople."

What undoubtedly adds to the motivation is that the other 39 salespeople aren't given a car at all. Also, says Barry, even in California it's almost impossible for a young person to afford these cars—unless, of course, Mom or Dad buys it.

"It requires a terrific income to lease one of these cars. You can't go down [to a showroom] and say, 'Hey, I can afford a $600 payment, give me that car.' You have to have a tremendous amount of money."

The youngest salesperson to receive a car was 23 (he picked a Porsche), but it's also a motivator for some of the "older" salespeople. Steve Draeger, a 33-year-old Chairman Club member picked up his white Porsche Carrera two years ago. One speeding ticket and an $8,000 run-in with the curb later, he still loves it. "I probably never would have bought this car," he admits. "I'm not one of these guys with the Porsche gloves and floor mats; I couldn't even open the hood on the thing. But if I ever lost it, I'd probably get another one."

instances, his title and seniority. For example, one respondent allows trim on the car; another says "the best producers can pretty much get what they want" in the way of options. Typical, though, is Boots Pharmaceuticals' program, where Higgins says the company doles out options according to rank. "We'll give more options—things like power doors and so on—depending on the level of the person."

Despite tax law changes, only 18% of those surveyed are reevaluating their lease agreement; exactly half say they're either considering or in the process of going from leasing to owning, the other half from owning to leasing. And although fuel efficiency is not the consideration it was a few years ago, 25% are thinking about changing car size or model. Says Daniel Radiator's Montemarano: "I think the day when you used to see the sales rep driving the fully loaded LTD is over. We're going down to smaller cars, like the Buick Skylark and Dodge Aries. We still feel salesmen should have a four-door car for things like entertainment, but the key is a reliable, cost-efficient car."

Perhaps the most colorful part of the survey is the response to the question of options requested by salespeople—and what executives allow. Not surprisingly, 50% of the managers report that salespeople request AM-FM stereos/cassette players. Following close behind are: cruise control (35%); electronic door locks (31%); power windows (27%); and air conditioning (25%). Among the less "standard" options salespeople ask for are: cloth interiors, bigger engines, intermittent wipers, dual side mirrors (with inside controls, of course), bucket seats, alarms, and tinted windows. While few of these options are allowed, one sympathetic Texas respondent says he'll spring for the tinted windows because of the "Texas heat."

For their part, sales and marketing executives report they go along with the popular requests, such as stereos, door locks, and air conditioning, or give salespeople an allowance and let them choose what they want.

Bill Kelley, Senior Editor

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years of research his group has conducted with 50 of HP's biggest customers, he says, "The consumer goods rep, due to his call velocity of six to twelve calls per day, wants to get in and out of applications fast and change tasks rapidly. The industrial rep, making two to three calls a day, is much more interested in quantitative-type analysis and ad hoc reporting."

The difference reflects contrasting objectives. Staton-Smith says: "Because of a longer sales cycle, the industrial rep's goal is consultative selling; for the consumer rep, it's getting the order at once."

While consumer goods marketers are more interested in portables as part of an overall turnkey system, he says, industrial goods concerns, which have a higher rate of computer use, "view laptops as the finishing touch of integrated office information and support systems."

Clones replay white knight role

Chalk up another one for the IBM PC clones, although not all of them may be around to celebrate. Forrester Research, Cambridge, MA, sees PC shipments in the U. S. market squeaking up only 2.3% to 3.856 million this year. With the three heavyweights—IBM, Apple, and Compaq—projected to ship fewer units, the industry will end up on the plus side due solely to robust gains by Blue Chip and PC's Limited.

Clouding the industry's prospects, says research manager John C. McCarthy, is "uncertainty surrounding IBM's next generation of PCs and a shakeout among the clones. Users will defer buying until IBM rolls out its new machines, and a number of vendors will be squeezed out when prices of PC/XT and AT-class machines fall to $500."

However, he insists the clones "are here to stay" and adds that newcomers such as Hyundai, Daewoo, and PC's Limited will more than make up for weaker clones and that a new industry, made up of such companies as Phoenix and Chips and Technology, "sustains and nurtures the clone manufacturers."

McCarthy scoffs at predictions by industry leaders that sales will bounce up 20%-30% this year, saying "purchase plans are definitely slowing down. We asked one hundred sites how many PCs they'll have two

No joy in Armonk or Cupertino

Projected PC shipments in U. S. (000)

	1986 Units	% Share	1987 Units	% Share	1990 Units	% Share
IBM	1,311	34.8%	1,301	33.7%	1,386	31.3%
Apple	635	16.8	629	16.3	610	13.8
Compaq	251	6.7	245	6.4	273	6.2
Tandy	202	5.4	215	5.6	235	5.3
AT&T	150	4.0	147	3.8	154	3.5
Leading Edge	128	3.4	130	3.4	140	3.2
Zenith	117	3.1	111	2.9	127	2.9
PC's Limited	50	1.3	110	2.9	138	3.1
Hewlett-Packard	100	2.7	103	2.7	153	3.5
Epson	95	2.5	97	2.5	120	2.7
NCR	100	2.7	95	2.5	127	2.9
Wang	87	2.3	88	2.3	105	2.4
Blue Chip	50	1.3	81	2.1	125	2.8
NEC	70	1.9	73	1.9	103	2.3
Digital Equipment	43	1.1	45	1.2	127	2.9
Other clones	296	7.9	297	7.7	365	8.3
Other system vendors	83	2.2	89	2.3	136	3.1
Total	**3,768**	**100.0%**	**3,856**	**100.0%**	**4,424**	**100.0%**

Note: Companies sequenced by 1987 ranking.
Source: Forrester Research, *Professional Automation Report and Bulletin.*

years from now and their replies indicate a forty percent growth. Every other survey we did in the past showed at least a one hundred percent gain."

Sears bellies up to bar (codes)

The nation's biggest retailer, Sears Roebuck, will add bar codes to merchandise labels later this year and hopes to complete the program by the end of 1989. Michael Bozic, chairman, Sears Merchandise Group, says, "Considerable research [indicates] bar codes will improve customer transaction time and provide important marketing and inventory information that will allow us to respond more quickly to customer demand." Many Sears suppliers have been using bar code symbols in shipping and receiving activities.

While retailing to date has dominated bar code activity (see *The Great Scanner Face-Off*, S&MM, September 1986), the alphanumeric symbols' greatest future growth will be in service fields. A new report from International Resource Development, a Norwalk, CT, researcher, states: "The effort to contain spiraling costs will make the health care industry one of the fastest growing areas of bar code use in the late 1980s and early 1990s." Senior consultant Leslie Townsend notes that the Health Industry Bar Code Council is "pressuring suppliers

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Computer highlight

The scanner's diffuse impact

The intensity of the challenge that retail scanning data poses for grocery-product salespeople varies dramatically by geographic location. Scanner-equipped outlets account for three-fourths of food-store sales in Denver, for example, vs. roughly one-eighth in Charlotte. Significantly, three of the five top scanner markets are in the West while all of the five lowest are in the South.

Highest penetration . . .

Market	% of ACV*
Denver	75.4%
Los Angeles	70.4
Chicago	68.4
Seattle	65.3
Miami	64.8

and lowest

Market	% of ACV*
Charlotte	12.6%
Memphis	25.9
Oklahoma City	27.5
San Antonio	27.8
Richmond-Norfolk	31.0

*All-commodity volume (food-store sales)
Source: A.C. Nielsen, *1986 Nielsen Review of Retail Grocery Store Trends.*
©Sales and Marketing Management

into using bar codes on a vast range of medical supplies and equipment."

Libraries will become a large market for bar codes, she adds. "Approximately eighty percent of libraries now own one or more PCs," she says, and falling prices of library bar code systems—from the current $5,000 average to $3,500 by 1997—will spur the market. Other markets that offer potential growth: courier delivery service and warehousing.

A maturing industry

Systems	Shipments (Units) 1986	1990	Growth Rate 1982-86	1986-90
Large-scale	1,800	2,300	5.1	6.4
Medium-scale	26,900	41,500	17.6	11.4
Small-scale	232,100	387,480	10.7	13.7
PCs	6,633,000	10,120,000	23.0	11.2
TOTAL	6,893,800	10,551,280	23.0%	10.9%

Systems	Value Shipped (Mil.$) 1986	1990	Growth Rate 1982-86	1986-90
Large-scale	9,660	12,100	9.2	5.8
Medium-scale	9,250	14,300	13.4	11.6
Small-scale	8,360	12,880	10.1	11.4
PCs	14,559	21,617	37.0	10.3
TOTAL	$41,829	$60,897	17.1%	9.9%

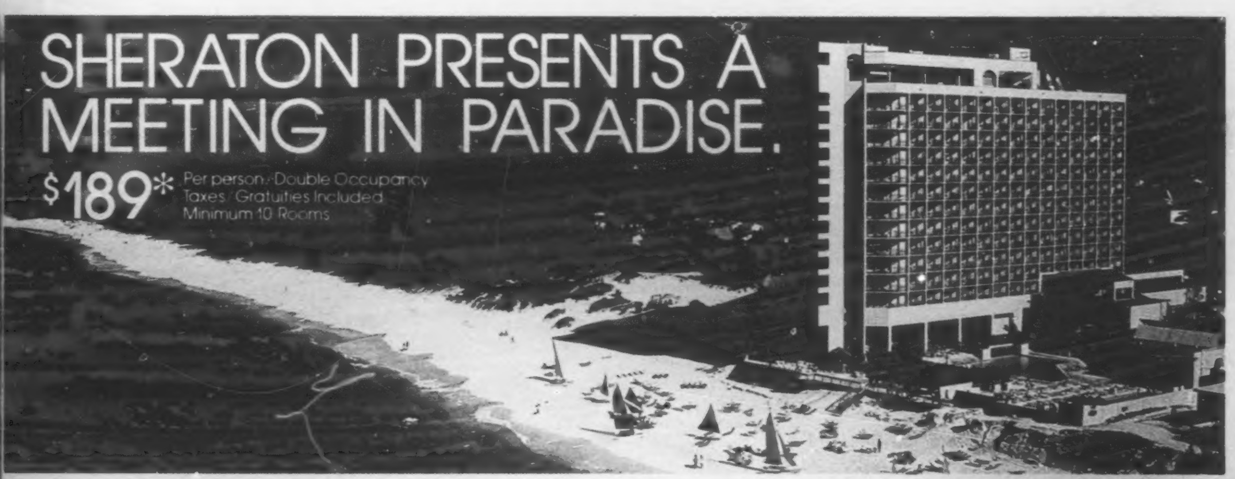
Note: Data are for U.S. manufacturers shipping to the U.S. market.
Source: International Data Corp., *Computer Industry Review & Forecast: 1981-1990.*

When double-digit is not enough

Most industries would be happy if their crystal balls showed an annual 10.9% growth rate in the 1986-90 timeframe. But to the computer industry, which always marches to its own drummer, that kind of projection, as contained in a new International Data Corp. (IDC) report, *Computer Industry Review & Forecast: 1981-1990,* brings little cheer to marketers, especially when annual growth in the preceding four-year stanza zipped along at a heady 23% rate.

The sharp slowdown will spur a managerial transition from entrepreneur to professional manager, the Framingham, MA, research firm predicts. "As sales slow, the most pressing need is effective marketing," IDC reasons, "while leadership requires not an eye for the far horizon, but a squint at the bottom line. As the issues shift from meeting exuberant demand to managing resources and markets, management 'experts' are the ones who will be hired. For better or worse, the industry's future rests with the John Sculleys."

Thayer C. Taylor, Senior Editor



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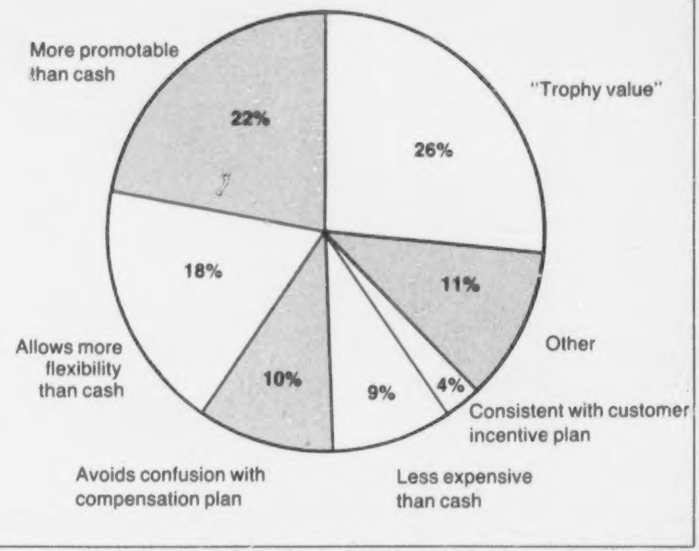
The rewards of noncash incentives

It's hard to quantify what motivates a salesperson, but the American Productivity Center (APC) gives it a good shot in a new report, *People, Performance, and Pay*, co-sponsored by the American Compensation Assn., the Xerox Foundation, and the consulting firm Towers, Perrin, Forster & Crosby.

In a survey of sales and marketing executives at 657 U.S. companies, the APC found that 56% of them used noncash incentives such as travel and merchandise to motivate their sales forces, while a smaller number, 48%, used special cash incentives. Why the preference for noncash awards? Because, respondents indicated, noncash incentives offer subtle, but real, advantages to the company.

Of those polled, the largest portion, 26%, cited the "trophy value" of a noncash award as the reason management selected it (see chart). The general feeling among this group of incentive users, says the study, is that an award winner may feel funny boasting about a $10,000 bonus but can easily show off a new car.

Why companies offer noncash incentives



Source: *People, Performance, and Pay*, American Productivity Center

Merchandise also reaps other benefits for the company sponsoring the program. Data from the study indicate that the tangible prize reminds the winner of the energy he put out for the award. "We find it's a regeneration process of thought, remotivating the person," says Jerry McAdams, author of the sales and marketing section of the study and vice president of Maritz Information Resources. "Later, when the winner looks at the television, he remembers not only how he earned it but who he earned it from."

Another 22% of the companies in the study chose noncash awards because they're more promotable than cash. Many respondents cited using noncash awards to both remind the participant of the incentive program goals and to play up the glamorous aspects of lavish merchandise and trips, something difficult to accomplish with money.

What's the best way to choose among all the incentive options available? That may not matter as much as clearly spelling out for participants what they must do to reach a certain award level. "Sales and marketing organizations would

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achieve even better results with more of a 'Do this, get that' approach to incentive pay and awards," says the report. "This would allow more employees to have a clearer understanding of how they can earn awards by improving performance."

In contrast, recognition programs don't improve performance, contends the report, because participants usually aren't aware of their status until after the fact and they often aren't sure of the decision criteria. Naming a salesperson of the year has its place, but it's rare when a salesperson can shoot for a specific goal to ensure winning the title.

Award breakdown

The authors of *People, Performance, and Pay* describe several types of incentives. Here are some definitions:

Cash Award: Money that is not part of the usual compensation plan; usually offered in return for specific performance during a specific time period.

Merchandise Award: A prize that is preselected or earned through the accumulation of points applied to a catalogue.

Travel Award: Group trips, often including business seminars.

Status Award: Club memberships, upgrades on company credit cards or automobiles.

Recognition Award: Items such as trophies, plaques, or company rings given more for symbolic purposes than for financial value.

For a complete copy of the report ($120), contact the American Productivity Center, 123 North Post Oak Lane, Houston, TX 77024 (713 681-4020).

Another section of the study is devoted to the numbers and kinds of incentive prizes typically earned. APC's research shows that more salespeople are apt to qualify for merchandise than trips or recognition awards. In a typical incentive contest, about 20% of eligible salespeople win merchandise awards. Only 10% of the sales population in the average company will win recognition awards, and a mere 5% will

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qualify for incentive trips. The report's conclusion here is obvious: Merchandise programs offer the flexibility of a variety of price points and are therefore most desirable when a company wants to motivate salespeople at all levels.

While APC's report concludes that noncash incentive contests are a reasonably safe stimulator of competitiveness among salespeople at a given company, it issues a caveat: "The creation of an internal competitive reward system within sales and marketing functions may focus employees on each other, rather than on the real competitor in the marketplace."

The authors recommend another option, encouraging sales executives to design plans that focus on competing in the market and not within the company. The survey data show that standard recognition and incentive programs reward only a few, creating winners and losers. "The game is set up so that only few can win," says the study. "Under those circumstances, many may decide not to play at all. We believe the key may be to convert recognition systems into ones that create role models or into performance improvement efforts in which 'winners' become 'earners.' "

Heidi A. Waldrop

Ms. Waldrop is a New York City freelance writer who frequently writes on sales incentives and other aspects of sales and marketing.

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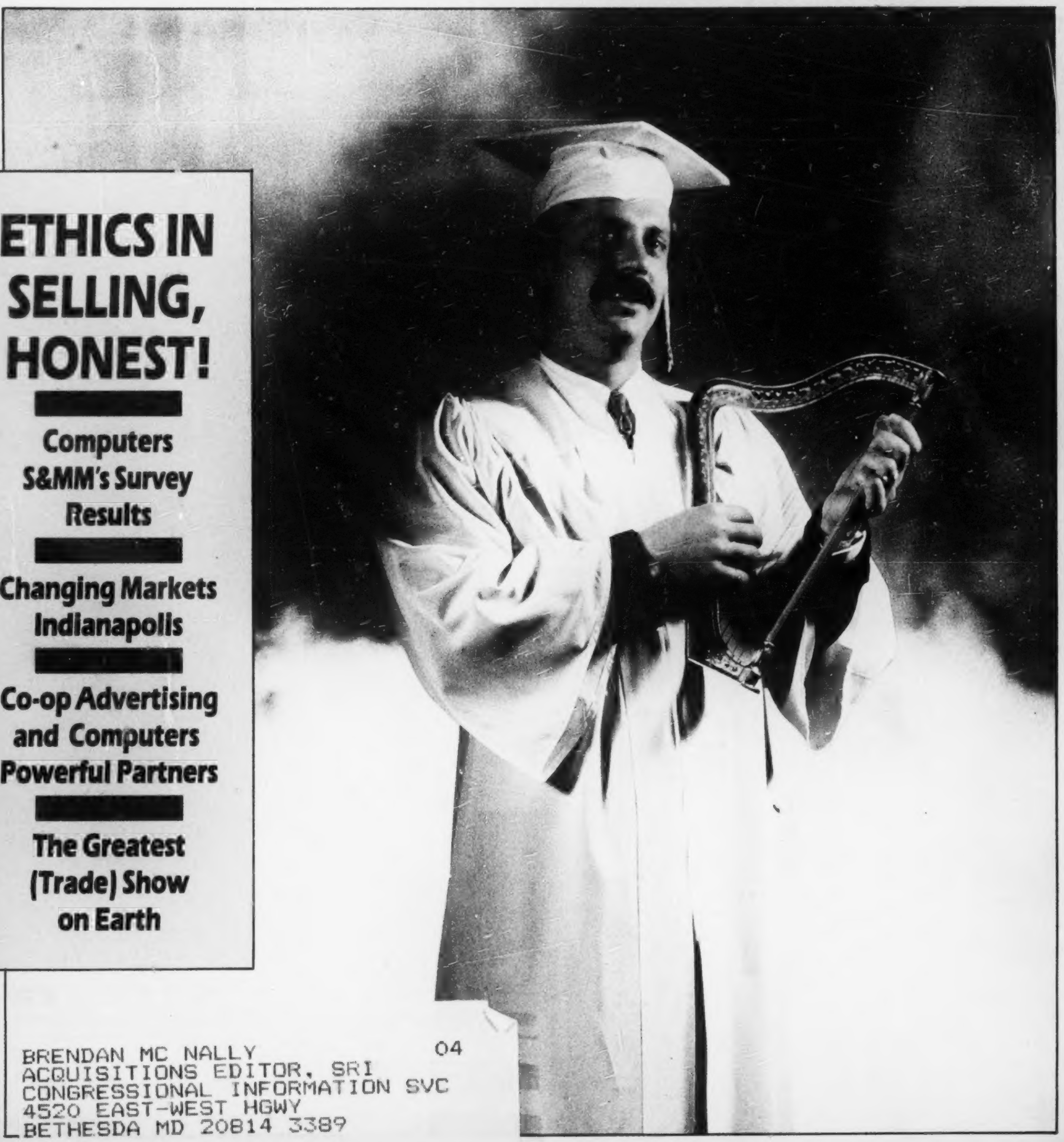

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Cover:
Business scandals such as Wall Street's insider trading debacle scare corporations into pursuing the straight and narrow.
Cover photo: Joe Bevilacqua

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er. Beyond that, he envisioned mental spas akin to today's physical fitness centers.

Such attention to hardware is in the conference center tradition, but another speaker hinted that even the poshest skies have their limit. Said Peter Balesano, senior vice president of Harrison Conference Services, Marlboro, MA: "How can conference centers keep raising rates at a time when meeting planners are having their budgets cut?" Everyone seemed to remember that one, even without the music.

The job market

Quick, get me a field sales manager

If you're a field sales manager, your chances of finding a new job are better than most others in sales or marketing today, a new survey by Biestek & Pasini, a Des Plaines, IL, recruiting firm, shows. Your chances are even better if you're located in—or are willing to move to—the Southeast. And they go through the ceiling if you sell financial services.

The recruiting company's tenth such survey since 1982 compares national hiring trends (as shown in help wanted ads in major U.S. newspapers) in the last half of 1986 with the last half of 1985. Total demand for sales and marketing executives rose by 6%, notes Raymond J. Pasini, with field managers and sales/marketing managers specializing in international sales most in demand. Both categories had a 9% increase last year. Lowest in the survey, but still showing a 3% gain over 1985, are market research managers, marketing services executives, and national accounts sales managers. Hiring was up everywhere except in western states, which showed a 6% drop.

As companies continue to make themselves leaner, middle-management marketing executives continue to be the favorite targets, Pasini notes. A silver lining: Such executives, reports Gundersen Partners, a New York City–based recruiting firm, "are in demand as marketing vice presidents at smaller, regional companies." This is particularly true of packaged goods manufacturers, it adds.

Meanwhile, field salespeople would seem to be the leaders of the pack in job security. In its recent survey of sales vice presidents, Salesworld, a recruiter based in Fort Lauderdale, FL, discovered that these executives' top performers have been on the job an average of 10 years.

SURVEY DATAFACT

Motor City still rolling

Even though it has suffered its share of economic woes, the Detroit metro area continues to make a strong showing in the rankings of the nation's top manufacturing metros. Shipments in 1986 of $70,817,000,000 place the Motor City third out of a total of 317 metropolitan markets nationwide, comprising a 3.3% chunk of all manufacturing shipment dollars in the U.S.

Source: S&MM's 1987 Survey of Industrial & Commercial Buying Power

Sales forces

Where IBM still leads the way

IBM is taking its lumps these days, but it retains one coveted laurel that no one has displaced: the computer industry's most productive sales force. At a recent meeting of the Diebold Research program, Ulric Weil, head of Ulric Weil & Associates, Washington, DC, presented data comparing the sales force productivity of nine leading computer companies.

To no one's surprise, IBM's sleek sellers far outdistanced rivals, racking up $2.5 million per salesperson, more than one-third better than runner-up Honeywell Information Systems and more than double that of archrival Digital Equipment Corp. (DEC), source of many of IBM's woes.

Weil, known as one of the more astute industry observers when he toiled for Morgan Stanley, traces IBM's leadership to "its critical mass. Its customer base is so dense that a rep can spend his day going up and down an elevator in a tall building calling on accounts, whereas a rep for another firm might have to travel several blocks or miles between customers."

Weil's figures contain some startlers. For one, Burroughs, which recently bought Sperry, could learn some selling tricks from its new bride, since its own sales force pro-

Computer marketers' sales productivity

Company	1985 Revenue ($ Mil.)	No. of Sales Reps	Revenue per S/R ($ Thous.)	S/R % of Total Employment
IBM	$50,056	20,000	$2,500	4.9%
Honeywell[1]	1,825	1,000	1,825	6.7
Sperry	3,423	2,000	1,712	5.0
NCR	4,317	3,000	1,439	4.8
Wang	2,352	2,000	1,176	6.3
DEC	6,686	6,000	1,114	8.6
Burroughs	5,038	5,500	916	9.1
Prime	770	860	900	10.6

[1] Information Systems, U. S. only.
Source: Ulric Weil & Associates

ductivity is about half that of Sperry. For another, Prime's sales executives, who always boast that their salespeople are the industry's second most productive, will be chagrined to find their reps at the tail end of Weil's rankings.

Weil cautions that his figures, culled from a variety of contacts, "are not blessed with holy water." An even more valuable ratio, he says, "would be value-added per employee, but that's impossible to estimate because U.S. corporations don't have to provide information on the value they add to a product, although in Europe companies are required to do so."

Letter from the Publisher

Joe Migliore

Our Third Annual Sales & Marketing Conference & Expo will be held at the Palmer House in Chicago, June 22-24. Because this is *the* sales and marketing event of the year, I urge you to attend and develop the competitive strategies that can put *your company* and *your career* over the top.

The Special Session on Wednesday morning, June 24, is indeed very special. I'm looking forward to hearing what guest speaker Pat Choate has to share with us.

Although Pat is the Director of Policy Analysis for TRW, Inc., he is regarded as a spokesman only for himself. Presidential candidates as well as bipartisan congressional leaders ask for his advice, and, as chairman of the Congressional Economic Leadership Institute (CELI), he is working to bring the issue of industrial competitiveness to the top of the national agenda in the upcoming elections.

Identified by the *National Journal* in 1986 as "one of America's ten most influential businesspeople in affecting what government does," Pat has authored *America in Ruins, Being Number One, Thinking Strategically*, and, most recently, *The High-Flex Society*. I know we will all gain insights from his experiences and thoughts.

The sales and marketing event of the year—presented with the joint cooperation of the American Management Association and *Sales and Marketing Management* magazine—will provide you with the opportunity to learn through top-notch seminars and exhibits.

Please consider this a personal invitation to attend and participate.

See you in Chicago. Joe Migliore

National accounts

American-National's fruitful marriage

When two companies merge, the first order of business in the sales department is to hold on to the old customers of both. The next is to add new accounts by stressing the benefits of doing business with one company that combines the strengths of two. The recently forged American-National Can Co. seems to be well along in phase two, lining up an impressive list of customers including Quaker Oats, Campbell Soup, American Home Products, and Stroh's Brewery.

The Chicago company was created last year when Triangle Industries bought American Can and merged it with its own National Can subsidiary. The resulting packaging combine assumed the No. 1 spot in the industry with $3.6 billion in sales, outdistancing Connecticut-based Continental Can.

Management feels that the newly born packaging giant is well poised for success, given that food companies are beginning to abandon the practice of manufacturing their own containers as they find it cheaper to buy from packaging firms. What's more, American Can is known for its innovative technology and brings a powerful capability for new product development to the party. "We have been fortunate enough to be able to keep developing new products in a mature industry," says Frank Considine, the CEO of the new company who previously headed National Can.

For example, American-National's new two-piece can for food companies, modeled after those produced for the soft drink industry, has attracted the interest of Campbell Soup and Quaker Oats. Most cans in the food industry have three pieces. Although Campbell already buys many containers from packaging companies, its deal with American-National represents the first long-term manufacturing contract for the soup company.

American-National has let it be known that it is willing to buy and renovate a customer's aging manufacturing plants, one of the moves that has landed it some new accounts. The company recently purchased three plants from Detroit-based Stroh's and now supplies the brewer's beer cans.

"Our strategy is to be the low-cost operator," says Considine. "If not, we shouldn't be in business."

Computers in sales and marketing:

S&MM's Survey Results

PCs help boost sales productivity 43%, marketers report.

PCs are living up to their potential for helping boost sales force productivity, according to a survey conducted by *Sales and Marketing Management*. By an overwhelming margin (71%), marketers whose salespeople either use or have access to PCs report that they're proving to be an effective aid in improving sales force performance. The average productivity gain, weighted by sales force size: an impressive 43%.

Other key survey findings:

- **Customer/prospect files are, by far, the most popular PC application** used by salespeople because they handily distill and organize the information a rep needs.
- **Sales presentations, surprisingly, rank high among PC applications,** reflecting, on the one hand, the advent of economical graphics software and, on the other, the greater importance visuals play today.
- **Marketers plan to shift their emphasis from desktops to portables** in future buying plans as awareness of the need to give reps a tool they can use round-the-clock (see S&MM, April 1987) grows.
- **Top management disinterest, cost, lack of software, and difficulty in changing ingrained habits** are the leading reasons cited by marketers who have not installed PCs.

S&MM's survey, based on 200 responses (usable: 185, with 7,625 sales reps) to a postcard questionnaire inserted in the December 1986 issue, was not intended to measure PC penetration. In fact, the three out of four respondents using PCs—a ratio remarkably consistent among sales forces of all sizes—vastly dwarfs the situation in the real world. A recent survey of PC sites by researcher International Data Corp., Framingham, MA, found a 15% penetration in sales departments, and InfoCorp, a San Jose, CA, researcher, projects that by 1991, 28% of all salespeople will use PCs on the job. Thus, S&MM's survey respondents represent the leading edge of PC users in marketing, and their comments provide insights on why PCs will become standard issue for salespeople.

While, overall, respondents report a 43% productivity improvement (see Table 1), small firms (under 10 salespeople) cite a 35% gain, medium-size outfits (10-99), 27%, and large companies (100 and over), 45%.

PC-based productivity gains turn up in various areas: "Higher closing ratio," says the president of a software firm; "Increased call frequency," adds the marketing director of a chemical specialties producer; "Better account management," notes the sales director of a medical products firm, "led to a significant dollar increase of our installed base." Comments the sales vice president of an electronic components company: "More effective lead follow-up and tracking."

Spurring the productivity gains is the more efficient management of resources, especially time and information, that the PC provides. "More efficient time management," notes the national sales manager of an electronics firm experiencing a 30% productivity gain, "leads to better customer service." His theme is repeated by others: "More time to make sales calls," says an electronic components executive; "More time face to face," according to the executive vice president of an audiovisual equipment supplier; "Less time preparing proposals and quotations," reports the president of an office equipment concern.

Not surprisingly, customer/prospect profiles are the favorite PC application across sales forces of all sizes (see Table 2). That's because, of course, such software organizes in systematic, helpful fashion the basic information a sales rep needs to prepare for, and execute, the kind of a sales call that produces orders. Reporting a 40% jump in sales productivity, the sales manager of a systems control outfit links it to such profiles. The marketing vice president of a Midwest marketer notes the profiles produce "better follow-up from not losing leads."

Producing stronger sales presentations is another area where the PC scores big. PC-based presentations helped sales productivity jump 100%, reports the marketing manager of a computer firm; 40%, says the CEO of a health and beauty aids marketer; 30%, adds the general sales manager of a television equipment maker.

The advent of cheaper graphics software, improved letter-quality printers, and economical slide-producing capability all make the PC enhance the sales call with striking visuals and, in addition, produce more attention-grabbing leave-behind material. Then, too, the faster turnaround offered by producing PC-based visuals in-house gives the sales rep more flexibility.

Among the other ways that the PC is helping sales reps perform more productively: "Tracking problems," says the sales vice president of an insurance agency; "Account management," according to the president of a consultant firm;

"Greater accuracy in forecasting," adds a paper manufacturer executive; "More systematic work," a cement producer executive comments; "Quality of work and response time," the sales research manager of a pharmaceutical firm reports.

Still, despite the growing evidence of the PC's salutary effects on sales performance, a hard core of holdouts remains, its views capsuled by the national sales manager of an industrial controls company: "We don't see it as a sales tool." The most frequent reasons cited by the naysayers: "Management doesn't believe they can help in selling," from a masonry firm manager; "The cost efficiency is questionable," says the vice president of an advertising sales agency; "We have yet to find the right software," according to a packaging materials executive.

Naturally, there are strong human factors involved, too. "Older salespeople are reluctant to change their ways," a printing company manager contends. "Fear of computers and lack of keyboard skills," adds an OEM executive. "Some salespeople are just not motivated to improve themselves," rues the marketing director of a value-added reseller in the health care field.

There's concern that the learning curve will detract from valuable selling time. "Too much time to set up and maintain the system," an insurance company's district sales manager worries. "Top management is concerned it will take too much time to learn how to use them," adds the sales manager of an office products firm.

Despite these obstacles, there's evidence aplenty that the ranks of holdouts will shrink. More than two out of five of the companies without PCs plan to take the plunge this year (see Table 3). Equally significant, while desktops dominate among current users, more than half of those planning to acquire a PC this year will buy laptops. The message is clear: To avoid being put at a competitive disadvantage by progressive competitors, the laggards will have to step into the age of sales automation.

Thayer C. Taylor, Senior Editor

Table 1.
Productivity Improvement by sales force size

Sales force size	Productivity Gain Yes	No	Unknown	Average
SMALL Under 10	73.8%	16.9%	9.2%	34.85%
MEDIUM 10-99	67.9	23.2	8.9	27.42
LARGE 100 or more	[illegible]	[illegible]	[illegible]	46.24
TOTAL	71.0%	18.8%	10.1%	42.95%

Table 2.
PC applications by sales force size

Application	All Companies	By Sales Force Size: Under 10	10-99	100 or More
Customer/prospect profile	68.1%	70.8%	67.9%	58.8%
Sales analysis	47.1	46.2	44.5	47.1
Sales presentations	46.4	53.8	33.9	58.8
Call reports	43.5	46.2	39.3	47.1
Sales forecasts	42.8	40.0	48.2	29.4
Lead tracking	41.3	46.2	35.7	41.2
Order entry	35.5	35.4	35.7	35.3
Time/territory management	29.7	32.3	26.8	29.4
Checking inventory/ shipping status	[illegible]	15.4	21.4	35.3
Travel & expense reports	16.7	18.5	14.3	11.8
Other				
Word processing	9.4	12.3	5.4	11.8
Direct mail	2.9	6.2	0.0	0.0
Correspondence	2.2	0.0	3.6	5.9
Electronic mail	2.2	1.5	1.8	5.9
Pricing	2.2	1.5	3.6	0.0
Bids/proposals	2.2	3.1	1.8	0.0

Table 3.
PC usage shifting to portables

Marketers prefer desktops by wide margin . . .

Type of PC	All Companies	% Usage Among Companies With PCs By Sales Force Size: Under 10	10-99	100 or More
Desktop	72.8%	81.7%	70.8%	47.1%
Laptop	7.2	5.0	10.4	5.9
Desktop & laptop	16.8	10.0	18.8	35.3
Hand-held terminal	0.8	1.7	0.0	0.0
Desktop & hand-held	1.6	0.0	0.0	11.8
All three types	0.8	1.7	0.0	0.0

but their 1987 buying plans stress laptops

Buying Plans for 1987: Companies With PCs Yes	No	Undecided	Companies Without PCs Yes	No	Undecided
28.4%	26.1%	45.5%	46.8%	38.3%	14.9%

Preference By PC Type	Companies With PCs	Companies Without PCs
Desktop	31.6%	40.9%
Laptop	52.6	50.0
Both	10.5	4.5
Undecided	5.3	4.5

Note: Details may not add to 100% due to rounding.
Tables prepared by Thayer C. Taylor. Source: *Sales and Marketing Management* survey

Illustration: Frank Sargenti

Scitex America, who will discuss how his company uses sales software to focus its salespeople on customers most likely to buy (S&MM, December 1986), and Harvey Poppell of Broadview Associates, who will describe how information technology will radically reshape the sales and marketing function in the future.

Babson's Dr. Hubert Hennessy, conference organizer, says the format is slightly different this year in that workshops will replace panels where software executives described their company packages. The workshops, he adds, will provide attendees hands-on experience with such subjects as on-line sales management and automated telemarketing.

For further information, call 617-431-1088.

SOFTWARE DIRECTORY ADDITIONS

The following vendors were inadvertently omitted from the *Directory of PC-based Sales and Marketing Applications Software* in S&MM's December 1986 issue. Please add them to your copy.

LEAD TRACKING
Sales Productivity Group
Sales Producer
Prospect tracking and sales information reporting system that includes profiling, follow-up, sales order entry, and other features
256K
$695 (free demo disk available)
Compatible with MS-DOS, Unix, Zenix and Novell operating systems
Sales Productivity Group Inc., 2416 21st Ave. South, Nashville, TN 37212 (615-292-8344)

SALES PLANNING
InstaPlan Corp.
InstaPlan
640K with hard disk; 512K with dual floppies. Forward planning tool that integrates outlining, project management, and spreadsheet as well as producing overheads and hand-outs.
$99 ($50 for InstaPlan Tracker option to compare current activity against plan)
IBM PCs and compatibles
InstaPlan Corp., 655 Redwood Hwy., Mill Valley, CA 94941 (415-389-1414 or 800-852-7526)

TELEMARKETING
Remote Control Computer Support Group
TeleMagic
Telemarketing program features built-in scripting that allows instant modification of sales presentation in response to prospects' replies
256K
$95
PC-,MS-DOS compatible
Remote Control Computer Support Group, 1320 Ocean Ave., Del Mar, CA 92014 (800-992-9952)

PCs mixed outlook in 1987

Two of the leading computer industry research firms see sharply contrasting fates for PC sales this year. Dataquest, San Jose, CA, projects an 11.3% rise in unit shipments in the U.S. market while International Data Corp., Framingham, MA, envisions flat sales.

IDC, which recently concluded a round of client briefings, says 1987 will be the third straight year of slow growth for the computer industry. David Moschella, vice president, systems research, says that based on a survey of 750 sites that account for 60% of EDP expenditures, user spending will rise 4%–6%, but outlays for PCs will jump 7%–11% versus 6%–10% for minis. His mainframe outlook ranges from a 2% cutback to a 2% rise.

Segmentation will begin to characterize the PC market, says Aaron C. Goldberg, vice president, microcomputer services. "The initial segmentation is between low-cost mail order clone systems and dealer-oriented, mid-priced 'compatible' suppliers," he says. "Additional segmentation is starting along corporate versus individual purchase lines, and future segmentation may involve 'me too' versus 'me new' products."

IBM is segmenting its PC business internally, he adds, "into expendable versus nonexpendable businesses. By the end of 1987, it will have products clearly targeted at large user accounts and an 'open standard' market supported by resellers." Dataquest sees IBM "introducing a new low-end PC for home and education priced at $900, replacing the current IBM PC."

IBM will continue to lose market share, Goldberg says, predicting an outside possibility that Apple may topple it as the No. 1 PC seller. Helping Apple's chances: "The new Macintosh models, a convincing library of business software, stronger links to host environments (especially DEC), the most useful desktop publishing tool, and a value-added sales approach."

Dataquest, too, sees "the new Macintosh versions strengthening Apple's image as a supplier to the business environment."

Up or flat—take your pick

Unit PC Shipments (000)

	U.S. Market			% Change	
	1985	1986	1987	1985–86	1986–87
IDC	5,621	6,365	6,421	+13.2%	+ 0.9%
Dataquest	6,400	7,100	7,900	+10.9	+11.3

Software for the salesperson who hates keyboards

A sales software program aimed at salespeople with keyboard phobia will be unveiled this month by Chang Labs, San Jose, CA. Called C.A.T. (Contacts-Activities-Time), the program runs on Apple's Macintosh Plus, SE and II, costs $395, and features a mouse that the salesperson uses to give the computer its commands.

Gary Chappell, marketing director, calls the program "a relational database that's organized the way a salesperson thinks. A salesperson just points the mouse at a particular account, and the names of all his contacts there will appear on the screen. He then points the mouse at a specific name, and all his face-to-

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SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER

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1987

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SICBP: Get closer

When you consider the process of marketing decision making, it's remarkable how so many decisions are made without the use of accurate market data. This is primarily due to the fact that this is a relatively new field. In fact, it's only in the last decade or so that information has been available that allows you to be more precise in your business-to-business marketing decision making. Naturally, marketers have moved hundreds of billions of dollars of goods without access to this kind of information, but today, the business environment is so competitive that to make decisions without consulting the available data simply doesn't make good business sense.

Years ago a business could become successful on the strength of its product alone. In fact, some of our largest, most successful companies got that way by focussing their attention solely on the product, with little emphasis given to the specifics of the marketplace. When you examine the structure of the marketing organizations that are in place in these firms, you find that the people, the systems, and the procedures are still primarily product-centered. This is because it is much easier to get information from the corporate end about shipments and billing than it is to obtain data detailing the marketplace.

One way to describe the history of business-to-business marketing information is to say that for the most part, business products have been bought, not sold. A company typically determined its needs and then went to the marketplace to select the products and services that best met those needs. In the 1980s, as technology and worldwide markets expanded, it was found that the number of products in the marketplace that meet customers' needs was larger than ever before. This, in effect, offers companies a broad selection of products, none of which have a totally unique product differentiation. With this kind of situation, effective marketing may present the best method for creating such differentiation. This kind of thought process, which is so crucial to business success, is becoming the focus of decision making for many companies. The kind of information contained in the *SICBP* is designed to support these efforts to become more "thought-process" oriented.

According to a recent survey conducted by *Sales and Marketing Management* magazine (February 16, 1987), the total cost of supporting a salesperson in 1986 was $77,332 for the industrial sector and $71,753 for the service sector. Considering that the cost of closing a sale in many industries has jumped from $600 to over $5,000 in the past 15 years, it's not surprising that marketing operations are under increasing pressure to perform more effectively. Business executives today understand that marketing productivity represents a critical advantage—one that dramatically impacts the company's bottom line.

The challenge that exists today is to determine how to maintain increasing productivity in the face of a constant stream of changes in the marketplace. Marketing and sales plans carefully designed for one year now require extensive review and alteration before they can be used for the next. The key to success, therefore, is to have the right information at the right time. Clearly, we cannot escape change in the marketplace, but we *can* understand it, learn to anticipate it, and use this information to our advantage to support our decision making.

S&MM and Trinet have met this challenge by assembling the *Survey of Industrial & Commercial Buying Power (SICBP)*. The information presented here is the most accurate and up-to-date data available on the business-to-business marketplace. And to ensure that this information remains both relevant and reliable, Trinet has recently completed a detailed telephone interview with every plant location reported in this issue. That means that since last year's *SICBP*, every plant location in the U.S. has received a call from one of Trinet's market researchers, and this research has been used to update the information contained in the *Survey*'s data sections. More than 1.5 million individuals have been contacted at over 300,000 firms to collect these updated statistics. More than 5,000,000 facts concerning business activity at these sites have been entered into Trinet's

Yesterday's product-centered selling philosophy brought many companies success, but in today's more sophisticated marketing climate, the trick is to get as close to your marketplace as possible. In both consumer and business-to-business sales, quality data provide the critical advantage.

database. All of this work has been done so that your company will have the most accurate business-to-business information possible to make sound and intelligent marketing decisions.

Once all of this information has been collected, a number of summary report programs are developed and run against the database. The results of these analyses are then displayed in the *Survey*'s data sections. The data summarized are produced in a format that most *Survey* users find to be of the greatest value, using the county as the basic geographic building block. If these particular geographic summaries don't meet your specific needs, however, S&MM and Trinet also produce these data on diskette so that the information contained in the *Survey* can be manipulated and displayed in the manner that best suits the needs of users with their own PCs.

Many sales and marketing executives contact us during the course of the year with questions about the *Survey* and also to comment on the many ways they use this information. Almost every caller explains that—quite naturally—there is an accelerated effort under way at their company to reduce sale expenses and increase revenues. Consequently, these marketers rely heavily on S&MM's data to make it possible for them to target the right geographies and the right industries. Still, it is only when the information presented in the *Survey* is examined and analyzed from your own personal perspective that it then becomes valuable as a sales and marketing tool.

As you examine these data, you may want to formulate a list of key marketing topics. Questions such as "What type and size of establishment represents a high potential for my particular product or service?"; "Where are these establishments concentrated geographically?"; "Are my sales offices and distribution centers located near these prime markets?"; and "Are my sales to each of these markets proportionate to the number of high-potential prospects in that territory?" are all easily answered by examining *SICBP* data. In addition, you might want to add the following questions to your list: "Which sales offices or distribution centers outperform the norm?"; "Why do these distribution points succeed?"; "Which offices or centers do not perform well relative to the number of high-potential prospects?"; "Why are these distribution resources failing to realize potential?"; "Are there markets that appear to be substantial that are not covered by my current distribution resources?"; and "How can I effectively cover these identified territories?"

All of the above questions can be addressed through the effective use of the information contained in this issue. In fact, once you start this creative analysis process, you'll wonder how you were ever able to make effective marketing decisions without the use of such accurate and complete data. As soon as you feel comfortable using the *Survey*'s statistics, you should then consider introducing the information and analysis procedure to your management team and co-workers. If you're the director of sales for your firm, for example, educate your district and regional sales managers in the *SICBP* process of decision making. If you're a product manager, introduce the concept to other product managers at your company. The more decision making that takes place that's based on sound marketing information, the more profitable your firm will be in the future.

Given the climate of the business marketplace today, the best time to obtain a better understanding of your marketplace is right now. Everywhere we go in the business-marketing community, there is one common theme: To be successful, we must get closer to our marketplace. And there is no better way to understand your particular marketplace than by using accurate and timely marketing information. Those of us at S&MM and Trinet hope that you are able to put the information contained in this survey to an effective and profitable use, since increased profits are the kind of statistics that anyone in the business world can readily understand.

Charles W. Stryker,
President, Trinet, Inc.

Indianapolis: A profile of industrial change

Indianapolis, once just another rustbelt-region relic, is in the throes of a comeback of major proportions. In Part I of this two-part series, we look at how the city's industrial complexion has changed in recent years and how the manufacturing vs. services question is being addressed. Next month: consumer demographics and the sports-as-savior mentality.

Like a lot of cities in the Midwest, Indianapolis has endured some hard times in recent years. The rise of the service economy coupled with the shift away from heavy manufacturing has left much of the nation's rustbelt in a shambles economically, a situation that is only now being rectified through the implementation of recovery programs aimed at developing emerging industries to take the place of those that have cut back, closed their doors, or moved overseas.

In Indianapolis's case, salvation has come in the unlikely form of sports—more specifically, amateur athletics—with the city embarked on a campaign to establish itself as the center of amateur sports on the North American continent. In the May issue of S&MM, we will examine how these recent changes have affected the city's consumer markets—and how this onetime agricultural and manufacturing metropolis has turned itself around attitude wise—but first let's take a look at what effect this comeback has had on the area's industrial complexion.

GREETINGS FROM INDIANA
MICHIGAN CITY
GARY
HAMMOND
ELKHART
AUTOMOBILES & PARTS
BEACH DUNES STATE PARK
RAILROAD EQUIP
CATTLE
CORN
FORT WAYNE
PAPER
MACHI
HOGS
LOGANSPORT
RUBBER GOODS
LAFAYETTE
KOKOMO
MARION
VEGETABLES
FASTEST GROWING INDUSTRIAL STATE IN U.S.
IRON & STEEL
PRINTING
GEN. LEW WALLACE'S STUDY
MUNCIE
ANDERSON
SHEEP
CRAWFORDSVILLE
RICHMOND
AIRPLANE ENGINES
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TERRE HAUTE
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LAWRENCEBURG
GREENDALE
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LIQUOR
COLUMBUS
BLOOMINGTON
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STATE BIRD THE CARDINAL
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JASPER
NEW ALBANY
COAL
STRAWBERRIES
OIL
LINCOLN LAND
CANNING
EVANSVILLE
TELL CITY
STATE FLOWER THE PEONY

SICBP and CBP

Aside from the impressive demographic and socioeconomic statistics the city has compiled since 1980, there is another equally important aspect to Indianapolis's recovery, which is revealed by examining manufacturing and nonmanufacturing industry statistics for Marion County, the center of the Indianapolis metro area. Data from S&MM's *Survey of Industrial & Commercial Buying Power* and the Census Bureau's *County Business Patterns* series show that the area's economic resurgence—supported as it is by the more outward and visible signs of new office building construction, retail space, and general urban renewal—is only just beginning to be reflected in the county's industrial data.

If we look at *County Business Pattern* statistics on employment for 1981 and 1984 (Table 1), we see very clearly the trend toward increased services, a category that shows an astounding three-year rise in total employment of 22%. During this same period, employment in manufacturing and wholesale trade declined 9.1% and 9.2% respectively, while employment levels in retail trade rose by 8.4%.

CBP establishment totals, on the other hand, show increases in all six major industry categories, ranging from 2.1% in wholesale trade to a 21.4% rise in the number of service industry establishments, a net increase of some 1,129 units. Breaking the services category down even further, we see that certain 2-, 3-, and 4-digit subgroups have posted heavy gains, most notably Computer & data processing services (SIC 737), which shows a three-year increase of 86.3% in the total number of employees, followed by Management & public relations (SIC 7392) with a 47.9% rise. In addition, the 2-digit major group of Educational services (SIC 82) has recorded an increase of nearly 33% in total employment and a 44.4% increase in total establishments, while Business services (SIC 73) has gained nearly 4,000 employees (a 25.3% rise) and 261 establishments (up 32.3%) during this same 1981–84 period.

Manufacturing

In a very general sense, these statistics indicate that Indianapolis—like many of its sister cities in the Midwest—has begun to make the suc-

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TABLE 1

County Business Pattern data on major industries . . .

Industry/SIC	Total Employees 1981	1984	% Change 1981–84	Total Establishments 1981	1984
Manufacturing	99,827	91,479	– 9.1%	1,104	1,179
Transportation & Utilities	23,556	23,386	– .7	494	554
Wholesale Trade	30,339	27,789	– 9.2	1,845	1,883
Retail Trade	68,215	73,978	+ 8.4	4,207	4,668
Finance, Insurance & Real Estate	38,023	37,801	– .6	1,835	2,013
Services	74,795	91,251	+22.0	5,283	6,412
. . . and for selected services, 1981–84					
70 Hotels & other lodging	3,989	4,848	+21.5	93	97
73 Business services	15,423	19,331	+25.3	808	1,069
737 Computer & data proc.	1,235	2,301	+86.3	70	102
739 Misc. business svc.	6,453	8,086	+25.3	366	509
7392 Mgt. & pub. rela.	1,817	2,688	+47.9	128	204
79 Amusement & recreation	2,691	3,434	+27.6	169	211
82 Educational services	3,248	4,311	+32.7	72	104
86 Membership organizations	6,991	8,170	+16.9	649	847

Source: Census Bureau, *1981 & 1984 County Business Patterns; CBP-81-16 & CBP-84-16 (Indiana)*

TABLE 2

Perennial Marion County SICs, 1975–85

SIC	Total Plants 1975	1980	1985	Total Shipments ($ Mil.) 1975	1980	1985	% of Total U.S. Shpmnt. 1975	1980	1985
2051	8	8	6	$ 45.9	$100.1	$ 96.5	.7%	.9%	.6%
2711	3	4	3	46.9	81.6	121.5	.5	.5	.5
2834	3	3	3	1,035.4	780.5	627.6	10.0	4.7	2.9
3519	2	2	2	452.3	638.2	667.4	9.9	6.9	7.2
3544	30	19	20	53.9	31.5	47.1	1.6	1.0	1.1
3568	3	3	4	213.9	171.7	85.6	8.6	12.8	4.7
3585	6	6	6	174.4	303.2	356.1	2.2	1.7	2.7
3652	1	2	2	73.8	82.5	183.2	12.0	5.7	6.9
3679	6	N.A.	5	334.4	N.A.	241.0	4.0	N.A.	1.4
3694	3	2	1	159.3	180.1	197.1	6.0	4.0	5.0
3713	2	2	4	119.5	201.6	63.2	6.1	6.7	2.2
3714	13	11	7	308.9	340.0	541.5	1.3	1.1	1.1

Source: Sales and Marketing Management's *1976, 1981, & 1986 Survey of Industrial & Commercial Buying Power*

TABLE 3

Missing in action: Marion County SICs listed in the 1976 SICBP, since disappeared

SIC	Description/Last SICBP Appearance	1975 Total Plants	Shipments	% of U.S.
2011	Meat-packing plants - 1979	2	$191.4	.6%
2731	Book publishing - 1977	6	47.3	1.4
3321	Gray-iron foundries - 1978	4	74.0	1.8
3489	Ordnance & access. n.e.c. - 1981	1	41.7	6.3
3531	Construction machinery - 1976	3	71.1	1.0
3561	Pumps & pumping equip. - 1976	5	60.7	2.2
3651	Radio & TV receiving sets - 1985	3	396.5	7.0
3661	Telephone & telegraph apparatus - 1985	1	294.8	4.8
3728	Aircraft equip. n.e.c. - 1982	6	84.2	2.2

Source: Sales and Marketing Management's *1976 Survey of Industrial Purchasing Power* cessful shift away from manufacturing, replacing traditionally heavy industries with more retailing and service-oriented jobs. At the same time, the manufacturing industries that have remained relatively strong in Marion County over the last decade (Table 2) show a number of different patterns of development, some rising, others rising and falling, and still others declining steadily in the 10-year period between 1975 and 1985. For example, Marion County figures for the 4-digit category of Pharmaceutical preparations (SIC 2834) show identical total plants figures for the three years charted, yet total shipment dollar figures have declined steadily from just over $1 billion in 1975 to $627.6 million by 1985. In addition, the county's share of all U.S. shipment dollars in this 4-digit industry has also declined, from 10% to under 3% in just 10 years.

One might assume from the statistics at hand that Eli Lilly & Co., the giant pharmaceutical manufacturer headquartered in Indianapolis, must be experiencing similar declines in its sales and profits, but this is not the case. In fact, Lilly's sales and net profit figures have increased every year since 1976, information that leads to a different set of assumptions as to what these numbers might mean. The two most likely explanations are that either the company's Indianapolis-based manufacturing operations have been scaled back in recent years or shipments at other locations have increased proportionately to take up the slack—or both. Figures from the share of total U.S. shipments column seem to lend credence to these alternatives, since Lilly's market share nationwide has shown no signs of erosion.

Another 4-digit manufacturing industry that has remained healthy is SIC 3585, Refrigeration & heating equipment. Like SIC 2834, establishment totals here have remained virtually unchanged since 1975, although shipments from the county's six plants increased by $181.7 million. At the same time, the share of all U.S. shipments figures in this category have fluctuated, falling by a half a percentage point between 1975 and 1980, then rebounding for a net increase of 1% over the next five years. Judging from the statistics at hand, this 4-digit industry segment still seems to be on relative-

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ly solid ground, and if we dig a little deeper into the available resources, we find there is a good reason for this.

An examination of the industrial classifications index to *Standard & Poor's Register of Corporations* reveals three Indianapolis-based companies listed under SIC 3585. The largest is Carrier Corporation's North American Operations center, which employs approximately 2,900 people. The other two, A-1 Compressor and Elliott-Williams Co., together employ just 160 workers, making them relatively minor players by comparison. In addition, the fact that these two smaller companies have combined sales of just $9 million allows us to safely assume that Carrier is the source of a majority of the $356 million in shipments this industry generated in 1985.

A somewhat similar pattern of development is shown in the statis-

TABLE 4

The new giants: SICs entering the rolls since 1976

SIC	Description/First SICBP Appearance	1985 Total Plants	 Shipments	 % of U.S.
2086	Bottled & canned soft drinks - 1977	4	$160.3	.9%
2522	Metal office furniture - 1986	1	166.1	4.7
2752	Lithographic comm. printing - 1977	12	147.0	.9
3443	Fabricated plate work - 1977	8	66.8	.6
3499	Fabricated metal prod. n.e.c. - 1978	7	93.1	2.0
3562	Ball & roller bearings - 1977	1	64.7	2.1
3564	Blowers, exhaust & vent. fans - 1978	5	187.2	10.0
3662	Radio & TV communication equip. - 1978	5	146.1	.4
3724	Aircraft engines & parts - 1981	2	1,056.7	8.9
3825	Electricity-measuring inst. - 1984	4	92.7	1.3

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power*

TABLE 5

Changes in nonmanufacturing industries, 1983–85

SIC	Description	Establishments 1983	 1985	Receipts 1983	 1985	% of U.S. 1983	 1985
4911	Electric services	1	1	$234.3	$354.3	.386%	.376%
5065	Elec. parts, whlsl.	10	9	457.8	511.6	2.555	2.976
5081	Comm. equip., whlsl.	20	15	167.3	212.4	1.340	1.265
5085	Indus. supply dist.	39	28	371.0	351.9	1.107	1.186
6025	Banks, Fed. reserve	4	4	701.8	884.5	.656	.731
7011	Hotels & motels	29	49	61.5	127.3	.353	.422
8062	Hospitals	12	11	837.5	855.8	.579	.544
8221	Colleges & univ.	5	4	63.3	84.4	.308	.373

Source: Sales and Marketing Management's *1984 & 1986 Survey of Industrial & Commercial Buying Power*

TABLE 6

CBP data on 2-digit retail store groups, 1981–84

SIC	Description	Employees 1981	 1984	% Change 1981–84	Establishments 1981	 1984	% Change 1981–84
52	Building materials & hardware stores	1,947	2,032	+ 4.4%	168	185	+ 10.1%
53	General merchandise	10,729	9,547	− 12.4	92	83	− 10.8
54	Food stores	8,026	8,134	+ 1.3	434	482	+ 11.1
55	Automotive dealers & service stations	6,689	7,288	+ 8.9	677	668	− 1.3
56	Apparel & accessory stores	3,400	3,695	+ 8.7	449	455	+ 1.3
57	Furniture & home furnishing stores	2,276	2,832	+ 24.4	292	324	+ 10.9
58	Eating & drinking places	21,045	23,582	+ 12.1	1,022	1,287	+ 25.9
59	Misc. retail stores	8,686	10,229	+ 17.8	987	1,088	+ 10.2

Source: Census Bureau, *1981 & 1984 County Business Patterns; CBP-81-16 & CBP-84-16 (Indiana)* tics for SIC 3652, Phonograph records & pre-recorded tapes, where regular increases in shipment dollar totals are again coupled with a fluctuating SIC-industry share, although in this case the changes are a bit more pronounced. The rise in total shipments between 1975 and 1985 amounts to an increase of more than 148%, from $73.8 million to $183.2 million, while industry share declined from 12% to just 5.7% between 1975 and 1980, rising slightly over the next five years to 6.9% by 1985. The number of total plants, meanwhile, rose from one to two, which does not necessarily indicate the presence of another company in this SIC, since it could also be attributed to a split in operations within one corporation.

Figures for SIC 3714, Motor vehicle parts & accessories, show another kind of pattern altogether, with declines in establishments and industry share charted against gains in shipment dollar totals. The number of establishments in this industry—unlike those mentioned previously—has fallen steadily from 1975's total of 13, reaching 11 in 1980 and further declining to just 7 locations by 1985. Meanwhile, Marion County's share of all U.S. receipts in this industry declined only slightly from 1.3% in 1975 to 1.1% in 1980, remaining at this point through 1985. In light of these figures, the 10-year increase in shipment dollar totals from $308.9 million to $541.5 million may be more a consequence of inflation and rising prices than a result of increased output, although consolidation within certain companies in this SIC may account for the lower establishment totals over the years.

SURVEY HIGHLIGHT

2-digit Major Groups ranked by shipments

Rank	SIC	Industry	Shipments/ Receipts ($ Mil.)	Total Employees
1.	20	Food & kindred prod.	$ 300,426.9	1,558,229
2.	49	Electric, gas & sanitary services	257,957.1	623,404
3.	37	Transportation equip.	235,129.3	1,700,816
4.	35	Machinery, except electrical	223,208.4	2,176,901
5.	28	Chemicals & allied prod.	205,928.5	1,055,466
6.	80	Hospitals & health services	180,745.2	3,156,856
7.	34	Fabricated metal prod.	180,442.2	1,616,617
8.	36	Electric & electronic equip.	173,299.7	1,935,717
9.	29	Petroleum refining	159,344.8	175,597
10.	60	Banking	138,002.8	628,020
11.	33	Primary metal industries	119,228.4	900,282
12.	50	Wholesale trade, durables	95,751.0	525,933
13.	27	Printing & publishing	91,135.7	1,112,987
14.	26	Paper & allied prod.	84,053.0	675,027
15.	32	Stone, clay & glass prod.	56,580.3	603,182
16.	16	Heavy construction contractors	56,381.6	479,145
17.	38	Instruments & related prod.	50,937.1	653,863
18.	22	Textile mill prod.	50,817.2	780,319
19.	23	Apparel & other textile prod.	47,186.1	993,018
20.	24	Lumber & wood prod.	43,312.6	545,583
21.	13	Oil & gas extraction	41,888.4	128,015
22.	30	Rubber & misc. plastics prod.	39,290.6	653,919
23.	39	Misc. manufacturing industries	34,343.3	404,824
24.	25	Furniture & fixtures	32,715.4	440,952
25.	70	Hotels & other lodging places	31,067.9	880,270
26.	82	Colleges & educational services	26,691.3	550,830
27.	40	Railroad transportation	24,739.5	206,171
28.	73	Business services	19,466.0	260,476
29.	21	Tobacco manufactures	17,797.7	57,750
30.	12	Bituminous coal & lignite mining	16,248.8	136,981
31.	31	Leather & leather prod.	11,081.7	201,489
32.	10	Metal mining	3,722.9	32,923
33.	14	Nonmetallic minerals, exc. fuels	2,800.6	38,985
		U.S. Total	**$3,051,722.0**	**25,890,547**

Notes: SIC 2-digit Standard Industrial Classifications are used by the government to define major groups of industries. **Industry** is the description of the 2-digit class according to an establishment's primary product or service. **Shipments/Receipts** is the total dollar value of goods produced or services rendered. **Total Employees** shows the aggregate number of employees from establishments with 20 or more employees.

Source: Sales and Marketing Management's *1987 Survey of Industrial & Commercial Buying Power*

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The winds of change

An examination of the data from S&MM's 1976 and 1986 *Surveys* shows that—apart from the industries listed in Table 2—a number of 4-digit manufacturing industries have disappeared from the Marion County listings since 1976, while others have taken their place. Briefly, the criteria for a 4-digit industry's inclusion in the *SICBP* as a separate line under a county say that an industry must have "an aggregate employment of 1,000 or more" within the county to be listed. Therefore, when we say an industry has disappeared from the *Survey*'s listings, it does not necessarily mean that the industry no longer exists in the county, but rather that its employment levels no longer exceed the designated cutoff point. For example, looking at Table 3 we see that in 1975, SIC 2011, Meat-packing plants, recorded shipment totals of $191.4 million, accounting for .6% of all U.S. shipments in the industry. By 1979, the last year this industry was listed in the *Survey*, shipments had fallen to $163.7 million, while SIC industry share had declined to .4%. From the 1981 *Survey* on, this industry has not appeared under the Marion County listings, the implication being that it has either closed its doors or fallen below the cutoff point.

One way of discovering what has happened to such industries is to check the *County Business Pattern* listings, since the government lists all existing industries regardless of their level of employment. *CBP* listings from both 1981 and 1984 show no entry under SIC 2011, so we can therefore safely assume that the meat packing industry in Marion County is no more.

Another industry that is no longer listed is SIC 3321, Gray-iron foundries, which last appeared in the *1978 Survey*. Here again, shipment totals and industry share figures show declines between 1975 and 1977, al-

SURVEY HIGHLIGHT

The 50 leading metro markets in manufacturing activity

Rank	Metro Market	1986 Shipments ($ Mil.)	% Of U.S. Total	Total Plants	Average Shipments Per Plant ($000)
1.	Los Angeles-Long Beach	$75,740	3.51%	4,475	$16,925
2.	Chicago	71,478	3.31	5,653	12,644
3.	Detroit	70,817	3.28	3,549	19,954
4.	Philadephia	52,280	2.42	3,113	16,794
5.	New York	45,640	2.12	5,292	8,624
6.	Boston-Lawrence-Salem-Lowell-Brockton	39,155	1.82	2,845	13,763
7.	Houston	35,814	1.66	1,394	25,692
8.	San Jose	30,499	1.41	806	37,839
9.	Minneapolis-St. Paul	28,077	1.30	1,578	17,793
10.	Newark	26,501	1.23	1,716	15,443
11.	St. Louis	23,283	1.08	1,412	16,489
12.	Cleveland	22,360	1.04	1,866	11,983
13.	Cincinnati	20,000	0.93	948	21,097
14.	Dallas	19,929	0.92	1,240	16,072
15.	Nassau-Suffolk, NY	19,750	0.92	1,800	10,972
16.	Milwaukee	19,361	0.90	1,227	15,779
17.	Oakland	18,366	0.85	739	24,852
18.	Atlanta	18,189	0.84	1,192	15,259
19.	Pittsburgh	18,001	0.83	963	18,693
20.	Greensboro-Winston Salem-High Point, NC	17,613	0.82	816	21,584
21.	Bergen-Passaic, NJ	17,347	0.80	1,656	10,475
22.	Baltimore	17,102	0.79	929	18,409
23.	Anaheim-Santa Ana	17,071	0.79	911	18,739
24.	Kansas City	17,029	0.79	936	18,194
25.	Middlesex-Somerset-Hunterdon, NJ	16,860	0.78	779	21,644
26.	Hartford-New Britain-Middletown-Bristol, CT	16,276	0.75	989	16,457
27.	Seattle	16,079	0.75	762	21,101
28.	Beaumont-Port Arthur, TX	15,063	0.70	116	129,854
29.	Louisville, KY	14,277	0.66	509	28,048
30.	Flint, MI	14,168	0.66	131	108,156
31.	Providence-Pawtucket-Woonsocket	13,451	0.62	1,486	9,052
32.	Columbus, OH	12,559	0.58	624	20,127
33.	Charlotte-Gastonia- Rock Hill, SC	12,379	0.57	912	13,574
34.	Bridgeport-Stamford-Norwalk-Danbury, CT	12,361	0.57	842	14,681
35.	Rochester, NY	11,069	0.51	485	22,822
36.	Wichita	11,019	0.51	319	34,541
37.	Lansing-East Lansing, MI	10,697	0.50	163	65,625
38.	Phoenix	10,665	0.49	604	17,657
39.	Fort Worth-Arlington	10,656	0.49	634	16,807
40.	Indianapolis	10,635	0.49	645	16,488
41.	Toledo	10,526	0.49	446	23,602
42.	Richmond-Petersburg, VA	10,330	0.48	367	28,147
43.	New Orleans	10,288	0.48	374	27,508
44.	Allentown-Bethlehem, PA	10,240	0.47	558	18,352
45.	Denver	10,048	0.47	651	15,435
46.	Grand Rapids, MI	9,837	0.46	752	13,082
47.	Corpus Christi, TX	9,823	0.46	89	110,366
48.	Gary-Hammond, IN	9,691	0.45	213	45,496
49.	Washington, DC	9,624	0.45	727	13,238
50.	New Haven-Waterbury-Meriden, CT	9,394	0.44	844	11,130

Notes: Shipments is the output of all manufacturing establishments with 20 or more employees located in the metro area. The **% Of U.S. Total** is the metro market's share of total U.S. manufacturing shipments. **Total Plants** shows the number of establishments with 20 or more employees. **Average Shipments Per Plant** is the mathematical average computed by dividing the number of plants in the metro into the total shipment figure.

Souce: Sales and Marketing Management's *1987 Survey of Industrial & Commercial Buying Power*

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though a check of 1981 and 1984 *CBP* data do show a listing for 3321, an indication that overall employment is down but the industry is still active in the county.

Figures for SIC 3489, Ordnance & accessories not elsewhere classified, reveal a somewhat different story for this industry. Here, *SICBP* data show a healthy rise in shipments between 1975 and 1980, from $41.7 million to $109.6 million, and an increase in industry share from 6.3% all the way up to 13.4% before this industry disappeared from the *Survey*'s listings in 1981. Once again, *County Business Pattern* listings from both 1981 and 1984 show no entry for this industry, which raises the question of what happened to this stellar performer after 1980. Relocation outside the county seems to be the most plausible answer, although there is also the possibility that this industry's Marion County operations were assimilated into other manufacturing plants in another location.

As for those manufacturing industries that have recently been added to the *Survey*'s listings (Table 4), none have shown across-the-boards increases in all three categories, although three have recorded rises in shipment dollars and share of industry. The first, SIC 3499, Fabricated metal products n.e.c. (not elsewhere classified), has increased its share of all U.S. shipments from 1.8% to 2% while recording a decline in the number of total plants from 13 in the 1978 *Survey* (the first year it was listed) to 7 in 1985. At the same time, shipments increased by $28.1 million between 1977 and 1985, a rise of 43.2% over this eight-year period.

The second new industry that is chalking up increases in both its share of all U.S. shipments and in total shipment dollars is SIC 3564, Blowers, exhaust & ventilation fans. Here, the increase in this Marion County industry's percentage of all U.S. shipments is even more impressive, rising from 4.1% in 1977 to 10% by 1985. During this same period, total shipments increased from $68.4 million to $187.2 million, a gain of almost 175%, while the number of establishments remained constant at five.

The same is true of SIC 3724, Aircraft engines & engine parts, where shipment totals have in-

Profile of the nation's 25 largest nonmanufacturing industries

Rank	SIC	Industry	Receipts ($Mil.)	Total Estab.	Large Estab.	Total Employees	%Receipts in Large Estab.
1.	8062	General medical & surgical hospitals	$180,745.2	6,129	4,884	3,156,856	97.47%
2.	6025	National banks, federal reserve system	138,002.8	3,913	768	628,020	80.17
3.	4911	Electric services	109,375.5	1,955	394	339,924	78.85
4.	4922	Natural gas transmission	45,707.3	690	50	42,295	52.56
5.	1311	Crude petroleum & natural gas mining	35,935.8	1,789	86	65,564	28.57
6.	7011	Hotels, motels & tourist courts	31,067.9	7,672	2,115	880,270	73.70
7.	5051	Metals service centers & sales offices	30,444.9	1,346	156	73,873	44.16
8.	4931	Electric & other services combined	29,575.0	307	89	93,621	87.57
9.	4912	Nuclear power	28,123.7	78	70	59,763	98.99
10.	8221	Colleges & universities, n.e.c.	26,691.3	1,459	931	50,830	95.61
11.	1629	Heavy construction, n.e.c.	26,391.7	1,015	280	201,287	83.38
12.	4923	Gas transmission & distribution	24,958.4	318	39	36,261	78.05
13.	4011	Line-haul operating railroads	24,739.5	299	143	206,171	96.92
14.	4924	Natural gas distribution	20,217.2	516	77	51,540	68.90
15.	5085	Industrial supply wholesalers	19.829.5	2,821	105	114,840	31.38
16.	1611	Highway & street construction	17,295.0	1,596	430	159,115	73.17
17.	5084	Industrial machinery & equip. wholesalers	17,025.5	2,784	162	118,386	28.10
18.	1211	Bituminous coal & lignite mining	16,248.8	745	340	136,981	85.50
19.	5063	Electrical power equip. wholesalers	12,612.8	1,723	114	75,596	36.70
20.	7372	Computer programming & software	11,428.9	1,025	312	150,514	80.27
21.	5065	Electronic parts & equip. wholesalers	9,754.0	734	97	49,868	51.84
22.	7374	Data processing services	8,037.1	1,205	264	09,962	66.44
23.	1622	Bridge & tunnel construction	6,754.8	321	105	46,251	80.23
24.	5081	Commercial equip. wholesalers	6,084.3	1,225	175	93,370	63.68
25.	1623	Pipe & utility line construction	5,940.1	837	151	72,492	65.84

Notes: n.e.c.—not elsewhere classified. **Receipts** records the amount of gross revenues for all establishments with 20 or more employees. **Total Establishments** is the number of establishments with 20 or more employees. **Large Establishments** is the number of establishments with 100 or more employees. **Total Employees** shows the number of employees in establishments with 20 or more employees. **% Receipts in Large Establishments** shows the share of a 4-digit industry's receipts accounted for by establishments with 100 or more employees.

Source: Sales and Marketing Management's *1987 Survey of Industrial & Commercial Buying Power*

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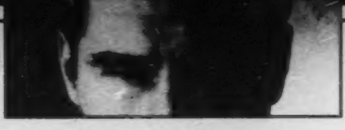

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State summaries of manufacturing industries

State	Total Plants	Large Plants	1986 Shipments ($ Mil.)	Total Employees	Avg. Shpmnts. Per Plant ($000)	Plant Index U.S. = 100
Alabama	1,977	848	$32,894.7	320,928	$16,638	98
Alaska	3	3	595.8	804	198,600	1,172
Arizona	846	239	16,645.5	139,355	19,675	116
Arkansas	1,201	528	19,604.4	199,860	16,323	96
California	9,770	3,398	187,771.6	1,478,265	19,219	113
Colorado	1,131	328	19,399.9	169,511	17,152	101
Connecticut	3,035	973	43,648.0	484,337	14,381	85
Delaware	255	84	8,188.8	42,962	32,113	189
Dist. of Columbia	132	32	2,443.5	27,427	18,511	109
Florida	3,752	1,064	48,290.6	431,944	12,870	76
Georgia	3,411	1,340	54,008.3	496,677	15,833	93
Hawaii	259	69	4,795.3	31,283	18,515	109
Idaho	274	109	5,650.3	40,787	20,621	122
Illinois	8,493	2,660	127,022.5	1,055,779	14,956	88
Indiana	3,574	1,342	66,456.6	631,644	18,594	110
Iowa	1,497	482	27,093.8	210,603	18,098	107
Kansas	1,608	374	32,741.3	186,795	20,361	120
Kentucky	1,517	600	33,481.0	257,654	22,070	130
Louisiana	1,443	494	42,756.1	194,851	29,630	175
Maine	682	280	10,065.0	109,679	14,758	87
Maryland	1,617	529	26,031.9	246,808	16,098	95
Massachusetts	4,509	1,527	59,600.7	605,525	13,218	78
Michigan	6,977	1,812	139,744.2	988,155	20,029	118
Minnesota	2,481	796	42,763.0	355,098	17,236	102
Mississippi	1,503	646	21,262.2	222,134	14,146	83
Missouri	2,899	953	43,003.5	369,610	14,833	87
Montana	173	38	2,465.7	15,338	14,252	84
Nebraska	695	218	14,248.3	90,366	20,501	121
Nevada	130	36	1,572.8	14,193	12,098	71
New Hampshire	808	302	11,405.1	115,684	14,115	83
New Jersey	6,121	1,857	88,500.5	725,515	14,458	85
New Mexico	345	97	6,323.7	44,110	18,329	108
New York	10,176	2,956	125,373.9	1,259,007	12,320	73
North Carolina	4,516	1,986	73,286.9	765,420	16,228	96
North Dakota	174	34	1,836.2	12,022	10,552	62
Ohio	7,360	2,540	127,064.4	1,101,289	17,264	102
Oklahoma	1,267	365	27,165.4	155,837	21,440	126
Oregon	1,391	436	19,865.4	162,144	14,281	84
Pennsylvania	7,433	2,724	124,945.5	1,121,834	16,809	99
Rhode Island	1,509	388	13,755.4	151,202	9,115	54
South Carolina	1,990	928	34,144.9	379,741	17,158	101
South Dakota	386	70	3,672.1	29,584	9,513	56
Tennessee	2,799	1,172	47,516.3	479,028	16,976	100
Texas	6,332	2,108	153,924.1	896,697	24,308	143
Utah	625	196	11,555.3	92,549	18,488	109
Vermont	371	123	4,350.4	46,090	11,726	69
Virginia	2,234	916	40,437.5	424,753	18,101	107
Washington	1,507	464	30,653.2	283,193	20,340	120
West Virginia	659	213	14,036.1	101,028	21,299	126
Wisconsin	3,268	1,187	59,622.0	517,353	18,244	107
Wyoming	121	30	2,579.3	10,086	21,316	126
U.S. Totals	**127,236**	**42,894**	**$2,156,258.9**	**18,242,538**	**$16,947**	**100**

Notes: Total Plants is the number of manufacturing establishments with 20 or more employees. **Large Plants** is the number of establishments with 100 or more employees. **Shipments** shows the gross value of all manufactured goods produced in the state. **Employees** is the total number of employees from establishments with 20 or more employees. **Average Shipments Per Plant** is the mathematical average computed by dividing total plants into total shipments. The **Plant Index** shows a state's average shipments per plant figure as a ratio of the U.S. per-plant average ($16,947,000), which represents par, or 100. An index figure above or below 100 indicates the degree to which a state's per-plant average differs from the U.S. norm. Details may not add up to totals due to rounding.

Source: Sales and Marketing Management's *1987 Survey of Industrial & Commercial Buying Power*

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creased from $408.2 million to $1,056.7 million since 1980 (when this industry first appeared in the *Survey*'s listings). At the same time, the county's share of all U.S. shipments in this 4-digit SIC rose from 3.8% to 8.9%, indicating sustained growth in its two establishment locations. The remaining manufacturing industries in this table have all increased their shipment dollar totals, with the sole exception of SIC 3662, Radio & TV communications equipment, where there has been a slight decline since 1977. Plant totals, on the other hand, have been relatively stable over the years, with 6 out of 10 remaining unchanged. Whether these new industries will continue to grow in Marion County remains to be seen, but the overall prospects for manufacturing continue to be strong, in spite of the fact that services and retailing are on the rise.

Nonmanufacturing

Data on nonmanufacturing industries in Marion County are a bit harder to come by, since S&MM only recently began including nonmanufacturing SICs in its *Survey of Industrial & Commercial Buying Power* and the most recent *County Business Pattern* data available at this point are those for 1984. In spite of this, we can still see the beginnings of a rise in services and retailing in the county, as evidenced by the data in Table 5. The few *Survey* listings available for Marion County show that since 1983, wholesaling and distribution-related industries have declined in their number of establishments, although total receipts (the nonmanufacturing equivalent of shipments) have risen in all but one case.

One industry where figures directly reflect the success Indianapolis has had in positioning itself as a center for athletic events is SIC 7011, Hotels, motels & tourist courts. Here, the two-year increase in the number of establishments from 29 to 49 indicates the progress of the city's marketing plan, as does the 107% increase in this industry's receipts during this same period. Naturally, the county's share of all U.S. receipts in this huge industry remains relatively small, but in light of the continuing construction of hotels in the downtown area (at least four additional hotels are scheduled to open in 1987 and 1988), it could be safely said that figures for this industry will continue their upward trend. The underlying reason, of course, is that in order to play host to such big-time sports spectacles as this year's 10th Pan American Games, the World Indoor Track & Field Championships, the World Diving Championships, and the AAU National Wrestling Championships (just to mention a few), you have to have the facilities to house the hundreds of thousands of contestants and spectators that come along with these events.

In the area of retail trade (Table 6), *County Business Pattern* data for 1981 and 1984 show increases in employment and establishment totals for all eight 2-digit store groups with only two exceptions. The first is General merchandise stores (SIC 53), where employment for the two-year period was down by 1,182 workers, a direct consequence of a decline in total establishments in this category from 92 to 83. Since 1984, however, it should be noted that a large number of new retail locations have opened their doors, the most

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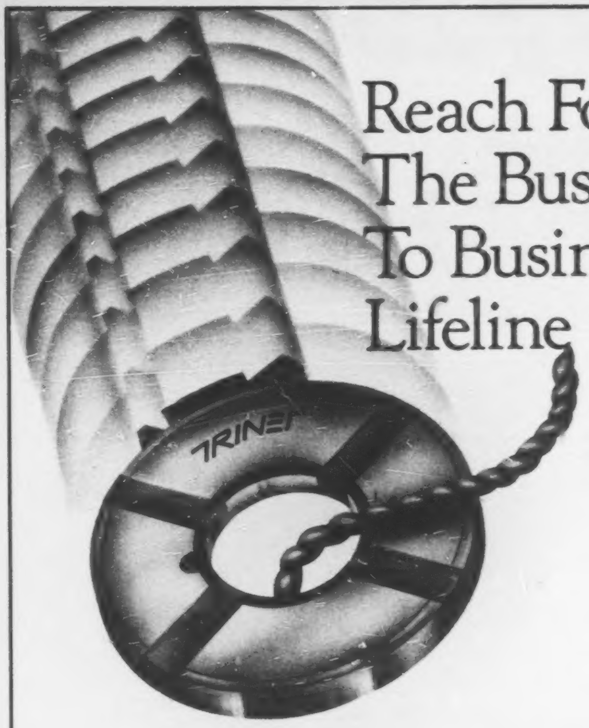

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visible being the Union Station complex, a former railway station recently converted into a retail and restaurant showcase adjacent to the city's Hoosier Dome sports facility. The only other recorded loss was in SIC 55, Automotive dealers & service stations, where an 8.9% rise in total employment was balanced against an ever-so-slight 1.3% decline in the number of establishments, a net loss of 9 from its 1981 tally of 677.

The largest percentage gain in retail employment during this same period occurred in the Furniture & home furnishings store group category (SIC 57), where employment rose by 24.4%, an increase of 556 workers. Eating & drinking places (SIC 58) also showed double-digit increases, with an additional 2,537 employees translating into a 12.1% gain in just three years. This store group category was the hands-down winner in the number of new establishments, however, gaining 265 for a 25.9% increase. The "everything-that's-left" category of Miscellaneous retail (SIC 59) also showed hefty increases in total employment, gaining 1,543 employees—a 17.8% gain—and 101 establishments, an increase of 10.2%.

Turning pro

All things considered, the industrial side of Indianapolis's plan for recovery seems to be right on track, with the rise of local service industries judiciously balanced by the notion that manufacturing is still a necessary part of any healthy economy and should not be sacrificed in favor of a blind, headlong rush into the realm of computers, restaurants, finance, and electronics. The biggest problem here is that the figures at hand tell us only the beginning of this story, since the bulk of new business activity in Indianapolis and Marion County is much more recent than the available statistics. However, coupled with the turnaround in attitude the city has experienced and the results already achieved by planners and developers, the economic situation in this once maligned midwestern metro looks to be anything but bush-league, as Indianapolis gears up to turn pro.

Richard Kern,
Editorial Director, S&MM Surveys

The top 50 counties in manufacturing shipments

Rank	County/State	Total Shipments ($ Mil.)	Total Plants	Large Plants	Average Shipments Per Plant ($000)	Total Employees
1.	Los Angeles, CA	$ 75,739.8	4,475	1,467	$ 16,925	616,132
2.	Cook, IL	63,703.5	4,881	1,474	13,051	545,986
3.	Wayne, MI	37,291.3	1,442	327	25,860	225,295
4.	Harris, TX	33,865.2	1,308	407	25,890	161,217
5.	Santa Clara, CA	30,498.5	806	380	37,839	233,219
6.	Oakland, MI	19,869.2	1,074	222	18,500	134,884
7.	Middlesex, MA	19,485.2	1,177	404	16,554	167,208
8.	New York, NY	18,862.2	2,443	517	7,720	208,637
9.	Cuyahoga, OH	18,541.3	1,508	458	12,295	180,707
10.	Dallas, TX	17,341.7	1,068	339	16,237	157,003
11.	Orange, CA	17,071.0	911	340	18,738	159,844
12.	Hamilton, OH	16,979.8	741	271	22,914	118,024
13.	Philadelphia, PA	15,835.6	992	308	15,963	128,365
14.	Genesee, MI	14,168.4	131	33	108,155	64,589
15.	Milwaukee, WI	14,090.8	754	283	18,688	133,569
16.	King, WA	13,744.6	648	178	21,210	110,204
17.	Jefferson, TX	13,724.4	89	40	154,206	22,106
18.	Middlesex, NJ	13,083.6	585	206	22,365	83,760
19.	Union, NJ	12,570.7	621	199	20,242	82,705
20.	Jefferson, KY	12,545.6	391	136	32,085	84,791
21.	Fairfield, CT	12,361.0	842	271	14,680	118,613
22.	St. Louis City, MO	12,288.5	880	269	13,964	102,422
23.	Hennepin, MN	11,903.4	927	281	12,840	125,693
24.	Allegheny, PA	11,901.5	620	199	19,195	98,319
25.	Bergen, NJ	11,751.1	1,055	316	11,138	106,486
26.	Nassau, NY	11,292.9	1,020	272	11,071	114,027
27.	Hartford, CT	10,945,5	814	250	13,446	131,152
28.	Macomb, MI	10,856.7	790	161	13,742	89,566
29.	Providence, RI	10,702.5	1,205	303	8,881	115,190
30.	Maricopa, AZ	10,664.7	604	168	17,656	99,566
31.	Contra Costa, CA	10,562.5	193	82	54,727	29,205
32.	Tarrant, TX	10,364.9	588	188	17,627	81,714
33.	Sedgwick, KS	10,081.0	305	68	33,052	60,422
34.	Ingham, MI	10,058.5	112	30	89,808	37,088
35.	Jackson, MO	9,695.2	429	115	22,599	71,077
36.	Baltimore City, MD	9,579.2	537	164	17,838	82,124
37.	Delaware, PA	9,538.2	197	60	48,417	34,178
38.	New Haven, CT	9,393.5	844	262	11,129	96,123
39.	Monroe, NY	9,225.8	345	117	26,741	104,048
40.	Nueces, TX	9,117.7	69	24	132,140	10,396
41.	Marion, IN	9,058.5	504	175	17,973	81,356
42.	Montgomery, PA	9,027.0	641	230	14,082	86,007
43.	Calcasieu, LA	8,772.3	52	19	168,698	10,847
44.	Essex, NJ	8,684.1	761	188	11,411	75,257
45.	Forsythe, NC	8,514.5	146	61	58,318	40,547
46.	Kings, NY	8,497.3	1,106	249	7,682	88,298
47.	Lake, IN	8,494.4	180	61	47,191	66,276
48.	Suffolk, NY	8,457.4	780	242	10,842	89,186
49.	Erie, NY	8,229.4	490	188	16,794	84,859
50.	Lucas, OH	8,153.4	337	101	24,194	49,883
	50-County Total	**$777,185.0**	**43,418**	**13,103**	**$17,900**	**5,998,170**

Notes: Total Shipments is the gross dollar value of all goods manufactured by plants with 20 or more employees. **Total Plants** shows the number of manufacturing establishments with 20 or more employees. **Large Plants** are those with 100 or more employees. **Average Shipments Per Plant** is the mathematical average computed by dividing total plants into total shipments. **Total Employees** is the aggregate number of employees in establishments that fit the total plants criteria. Details may not add up to totals due to rounding.

Source: Sales and Marketing Management's *1987 Survey of Industrial & Commercial Buying Power*

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SURVEY HIGHLIGHT

Profile of the nation's 50 largest manufacturing industries

Rank	SIC	Industry	Shipments ($Mil.)	Total Plants	Large Plants	Total Employees	% Shpmnts. in Large Plants
1.	2911	Petroleum refining	$140,200.8	299	166	90,885	93.94%
2.	3711	Motor vehicles & car bodies	95,938.7	176	117	273,327	98.98
3.	3573	Electronic computing equipment	51,634.8	1,144	572	372,547	93.08
4.	2011	Meat-packing plants	44,657.8	801	299	128,113	85.66
5.	3714	Motor vehicle parts & accessories	38,236.6	1,234	628	358,137	91.80
6.	3662	Radio & TV communication equipment	33,751.6	1,188	546	354,765	92.57
7.	2869	Industrial organic chemicals, n.e.c.	31,895.0	525	231	113,623	86.99
8.	3312	Blast furnaces & steel mills	29,592.5	319	191	230,563	96.71
9.	3721	Aircraft	28,921.3	102	63	208,385	99.34
10.	3079	Miscellaneous plastics prod.	23,823.9	4,303	1,414	438,886	71.08
11.	2711	Newspapers	22,103.9	2,480	712	348,425	80.14
12.	2834	Pharmaceutical preparations	21,340.6	502	247	150,209	92.54
13.	2821	Plastic materials & resins	21,305.1	458	184	83,809	83.90
14.	3441	Fabricated structural metal	20,819.7	1,436	308	107,424	53.04
15.	2621	Paper mills	20,096.5	344	252	155,041	96.67
16.	2026	Fluid milk	19,690.9	770	307	80,456	72.35
17.	3679	Electronic components, n.e.c.	19,560.9	1,789	742	300,157	84.73
18.	3661	Telephone & telegraph apparatus	19,031.6	239	139	120,847	96.56
19.	2086	Bottled & canned soft drinks	18,987.0	1,347	381	120,994	64.70
20.	2819	Industrial inorganic chemicals, n.e.c.	17,036.4	573	218	113,262	83.31
21.	2051	Bread, cake & related prod.	15,927.5	1,179	525	169,051	83.49
22.	3585	Refrigeration & heating equipment	15,557.9	518	254	137,083	91.18
23.	2033	Canned fruits & vegetables	15,113.3	525	289	100,494	88.49
24.	2013	Sausage & other prepared meats	13,982.9	682	211	77,692	75.52
25.	3443	Fabricated plate work, boiler shops	13,590.3	1,023	283	103,310	66.58
26.	3761	Guided missiles & space vehicles	13,209.4	60	38	97,832	99.26
27.	2111	Cigarettes	13,026.2	11	11	35,453	100.00
28.	2752	Commercial printing, lithographic	12,924.6	2,022	394	148,879	57.19
29.	2844	Toilet preparations	12,317.7	300	139	68,328	90.85
30.	2721	Periodicals	12,226.4	817	191	86,799	71.55
31.	3531	Construction machinery	12,104.1	470	209	92,294	87.18
32.	3728	Aircraft equipment, n.e.c.	12,062.9	644	260	164,047	88.74
33.	3444	Sheet metal work	11,850.7	1,686	295	109,504	48.73
34.	2099	Food preparations, n.e.c.	11,705.5	661	236	74,976	77.05
35.	3469	Metal stampings, n.e.c.	11,678.6	1,236	305	154,964	74.01
36.	3599	Machinery, except electrical, n.e.c.	11,444.9	2,971	332	159,196	41.04
37.	3579	Office machines, n.e.c.	11,378.5	186	71	45,475	89.38
38.	3861	Photographic equipment & supplies	11,355.0	369	116	94,524	86.82
39.	3494	Valves & pipe fittings	11,338.4	672	285	94,285	82.07
40.	2082	Malt beverages	11,269.5	65	52	40,191	98.12
41.	2048	Prepared feeds, n.e.c.	11,260.2	829	68	41,388	30.07
42.	2851	Paints & allied prod.	11,191.2	823	198	67,104	60.69
43.	3411	Metal cans	10,977.4	280	178	52,031	90.23
44.	3674	Semiconductors & related devices	10,938.5	397	212	152,207	95.78
45.	2899	Chemical preparations, n.e.c.	10,644.5	652	166	60,676	63.56
46.	2653	Corrugated & solid fiber boxes	10,508.7	1,026	481	102,147	74.05
47.	2421	Sawmills & planing mills, general	10,144.8	1,511	366	123,338	59.91
48.	3523	Farm machinery & equipment	9,953.6	717	186	93,791	76.25
49.	3519	Internal combustion engines, n.e.c.	9,918.5	150	74	72,484	94.87
50.	2731	Book publishing	9,815.7	516	195	77,616	82.44

Notes: n.e.c.—not elsewhere classified. **Shipments** records the gross revenues (sales) for all manufacturing establishments with 20 or more employees in a specific 4-digit SIC industry. **Total Plants** is the number of establishments with 20 or more employees. **Large Plants** is the number of establishments with 100 or more employees. **Total Employees** is the number of employees in establishments with 20 or more employees. **% Shipments in Large Plants** shows the share of a 4-digit industry's shipments accounted for by plants with 100 or more employees.

Source: Sales and Marketing Management's *1987 Survey of Industrial & Commercial Buying Power*

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Trinet and the Census Bureau: Why they don't agree

Marketers who compare the *Survey of Industrial & Commercial Buying Power (SICBP)* establishment totals with those in the Census Bureau's annual *County Business Patterns (CBP)* reports should bear in mind that the two sources may not always agree.

Obviously, no private-sector information source such as Trinet, which supplies the data ~~for~~ the *Survey*, can duplicate the Bureau's financial and personnel resources, not to mention its legal power to compel answers. Also, *CBP* reports pertain to a fixed point in time (a week in March, although first-quarter and annual payroll data are reported), whereas Trinet maintains a dynamic database, constantly inputting new information as it becomes available, and excising out-of-date information.

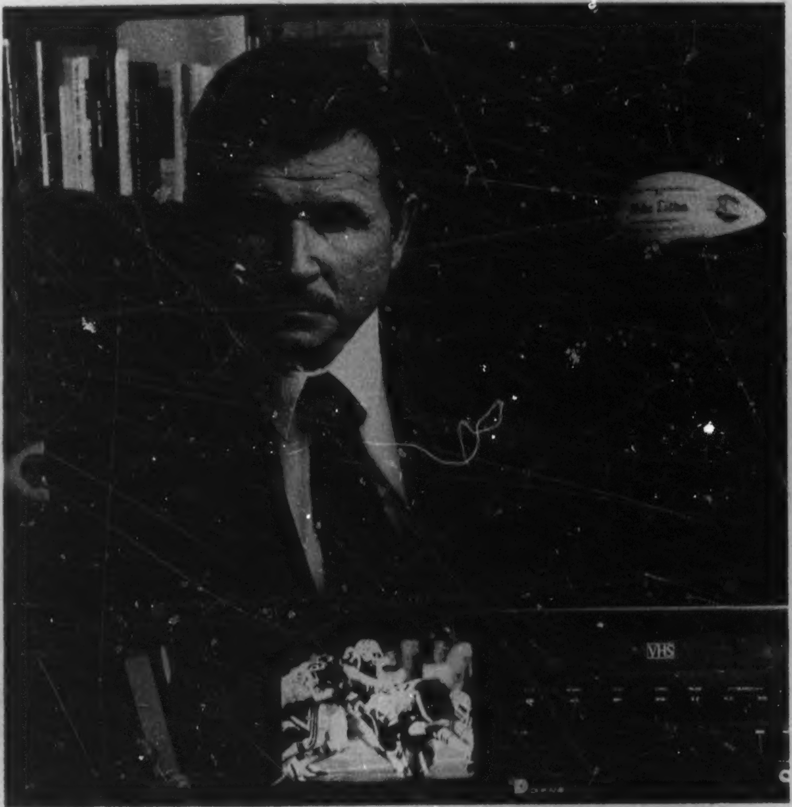
In addition, the following "facts of life" in data collection contribute to honest differences:

1. Establishments on the borderline of a size category—*CBP* use nine different classes—could move from one category to the next with a change in just one or two employees. Such movements can be considerable over the two-year time period in which *County Business Patterns* data trail *SICBP* data.

2. Employment data comparisons are inherently imprecise. CBP shows employment for a specific pay period, whereas companies generally report it as an annual average. Some small companies tend to inflate their employment figures in order to be counted, so that many establishments with 15 or 16 employees will claim to have 20.

3. Trinet's technical procedures for reconciling its files against the annual *CBP* reports invariably leave a residual of unreconciled establishment locations. When the differences are uncovered, the information stays in Trinet's files as the process of reconciliation goes on. After the file is updated, these old differences disappear—but new ones appear in different locations.

4. When large establishments produce more than one product in significant volumes, Trinet will add a second, third, or fourth establishment at the same address, along with the appropriate SIC code and employment data. This increases the number of establishments in Trinet's file vs. the *CBP* files. This, say the people at Trinet, is the major discrepancy between the Census Bureau's figures and their own—establishment totals. There is far less disparity on the value of shipments, which is the key measure of industrial buying power.



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SIC: The system explained

The **Standard Industrial Classification (SIC)** system was developed by the federal government to facilitate the collection and analysis of data pertaining to all industries involved in economic activity in the U.S.

Within the system, each major area of activity, referred to as a **Division** (A,B,C, etc.), is the first assigned a range of 2-digit classification codes. For example, the manufacturing division (Division D) includes SICs 20 to 39, with each 2-digit designation denoting a **Major Group**, such as SIC 20—Food. These, in turn, are subdivided into more than 150 3-digit **Industry Groups**, such as SIC 208—Beverages. At the next level of detail, 4-digit **Specific Industries** are identified (SIC 2082—Malt beverages, or SIC 2086—Bottled & canned soft drinks).

The *Survey of Industrial & Commercial Buying Power* uses these 4-digit classification codes, since this is the level of detail most widely used by marketers.

The basic reporting unit in the SIC system is the *Individual Establishment*, defined as a "single physical location where business is conducted or where services or industrial operations are performed." Thus, establishments should never be confused with entire companies, which may consist of one or more separate establishments, depending on the number of actual physical locations involved. Where "distinct and separate economic activities" are performed at a single location, each activity is treated as an establishment, in accordance with the guidelines on classification in the government's *Standard Industrial Classification Manual*.

SIC data in the *Survey of Industrial & Commercial Buying Power* is presented in two different configurations. First, as U.S. totals for establishments and shipment dollars, listed by 4-digit SIC for the industries surveyed, and then by state and county for all counties that meet the following criteria: when a 4-digit industry has 1,000 or more employees in that county—otherwise, an "all-manufacturing" total will be the only entry for that particular county.

It is this geographically oriented information that tells the industrial marketer (1) where his prospects are located and (2) because *Survey* data show a county's percentage of total U.S. shipments for each 4-digit industry listed, the county's relative importance in a given industry. The marketer can also gain valuable insights into a county's industrial mix by noting the individual SICs listed under that county name.

It should be mentioned that SIC data, despite their usefulness, have certain limitations. First, because the total output of a multiproduct establishment must be assigned to a single 4-digit industry (an unavoidable consequence of this type of system), the shipments total for that industry will be somewhat overstated. Conversely, the totals of the establishment's secondary products or services will be understated.

The second and more serious limitation—and at the same time the *Survey*'s biggest plus—is the nondisclosure rule that bars the Census Bureau from publishing data that may disclose the operations of an individual employer. In other words, a large establishment that dominates a county's statistical listing cannot—by law—be listed, since the data for the county would constitute a virtual profile of this company's business operations. Because the largest establishments in a county are often affected by this rule, their shipments/receipts totals would be excluded from the Census Bureau's industry totals, leading to an understatement at the local level.

Trinet, the data information company from whose data bank the *Survey* statistics are drawn, does not face this same restriction and can include any such establishments in their totals.

For a more detailed listing of all industries, their codes, and their definitions, the *Standard Industrial Classification Manual* is available from the U.S. Government Printing Office (GPO), Washington, DC 20402. The 1977 *Supplement*, which incorporates some minor revisions and additions, is also available from the GPO.

Section II:
1986 U.S. Totals

U.S. establishment and shipments/receipts totals for 4-digit SIC industries

The U.S. establishment and shipments/receipts totals in this section cover all the 4-digit SIC industries in the *Survey of Industrial & Commercial Buying Power* and provide insights into the total customer base (establishments) available to the sales force, as well as the potential market demand (shipments/receipts).

When used in conjunction with state and county data in **Section III** (page 45), the totals shown here can be used to calculate the relative importance of individual counties that make up sales territories. For example, Calhoun County, MI, accounts for over 30% of the output of SIC 2043—Cereal breakfast foods. Closer investigation reveals that this county is home to not only Kellogg but also General Foods and Ralston Purina. This type of data, which can identify an area of high potential for a company marketing such products as wheat, flour, rice, and sugar, as well as companies that deal with packaging and containers, can prove to be highly valuable information in the mapping and staffing of territories, allocation of funds, etc.

Employment data, on the other hand, can be used to estimate employment at the county level by (1) calculating a shipments-per-employee value for a specific 4-digit SIC and (2) dividing that value into the county's total shipments/receipts figure in the 4-digit group in question.

A more in-depth explanation of the government's SIC coding system can be found on page 36. "SIC: The system explained."

1986 S&MM Est

MINING

SIC 10 Metals

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
		Total	Large			
1011	Iron-ore mining	37	27	12,089	1,545.5	97
1021	Copper-ore mining	42	33	20,834	2,177.4	99

SIC 12 Bituminous coal & lignite

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
		Total	Large			
1211	Bituminous-coal & lignite mining	745	340	136,981	16,248.8	86

SIC 13 Oil & gas

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
		Total	Large			
1311	Crude petroleum & natural gas	1,789	86	65,564	35,935.8	29
1381	Oil- & gas-well drilling services	709	56	36,193	3,627.0	49
1382	Oil- & gas-field exploration services	550	34	26,258	2,325.6	33

SIC 14 Nonmetallic minerals, except fuels

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
		Total	Large			
1422	Crushed- & broken-limestone quarrying	539	97	38,985	2,800.6	60

CONSTRUCTION

SIC 16 Heavy-construction contractors

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
		Total	Large			
1611	Highway & street construction	1,596	430	159,115	17,295.0	73
1622	Bridge & tunnel construction	321	105	46,251	6,754.8	80
1623	Pipe- & utility-line construction	837	151	72,492	5,940.1	66
1629	Heavy construction n.e.c.	1,015	280	201,287	26,391.7	83

MANUFACTURING

SIC 20 Food

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
		Total	Large			
2011	Meat-packing plants	801	299	128,113	44,657.8	86
2013	Sausages & other prepared meats	682	211	77,692	13,982.9	76
2016	Poultry-dressing plants	270	198	87,701	6,771.9	96
2017	Poultry & egg processing	215	119	43,121	3,995.2	89
2021	Creamery butter	72	6	3,872	3,350.3	22
2022	Natural & processed cheese	308	87	29,761	8,421.6	68
2023	Condensed & evaporated milk	145	35	13,217	5,185.0	61
2024	Ice cream & frozen desserts	297	81	27,186	4,922.0	68
2026	Fluid milk	770	307	80,456	19,690.9	72
2032	Canned food specialties	87	44	23,222	4,036.3	92
2033	Canned fruits & vegetables	525	289	100,494	15,113.3	88
2034	Dehydrated fruits, vegetables, & soups	92	48	17,610	2,495.3	90

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SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
		Total	Large			
2035	Pickles, sauces, & salad dressings	184	75	24,510	5,540.9	78
2037	Frozen fruits & vegetables	219	137	54,346	7,503.3	93
2038	Frozen food specialties	150	81	35,113	4,281.1	89
2041	Flour & other grain-mill products	209	50	18,019	3,881.8	57
2043	Cereal breakfast foods	39	26	16,632	3,922.4	96
2044	Rice milling	39	12	3,894	1,354.6	6
2045	Blended & prepared flour	64	25	6,797	1,559.6	70
2046	Wet corn milling	49	25	10,652	4,104.3	90
2047	Pet food	133	50	16,094	5,059.0	79
2048	Prepared feeds n.e.c.	829	68	41,388	11,260.2	30
2051	Bread, cake, & related products	1,179	525	169,051	15,927.5	83
2052	Cookies & crackers	174	84	38,657	4,604.5	90
2061	Raw cane sugar	52	36	15,226	2,818.2	95
2062	Cane-sugar refining	31	19	10,010	2,984.7	94
2063	Beet sugar	40	33	9,200	1,319.7	95
2065	Confectionery products	402	147	61,488	7,859.3	82
2066	Chocolate & cocoa products	58	27	8,903	1.651.5	84
2067	Chewing gum	17	11	5,217	769.9	94
2074	Cottonseed-oil mills	52	15	4,499	634.9	57
2075	Soybean-oil mills	66	23	6,133	5,147.9	56
2076	Vegetable-oil mills n.e.c.	25	7	2,094	791.0	51
2077	Animal & marine fats & oils	163	27	10,265	1,282.6	43
2079	Shortening & cooking oils n.e.c.	74	42	13,539	5,072.5	90
2082	Malt beverages	65	52	40,191	11,269.5	98
2083	Malt	24	6	1,576	617.3	52
2084	Wines, brandy, & brandy spirits	115	31	11,077	2,990.3	68
2085	Distilled liquor, except brandy	82	39	16,820	4,941.8	90
2086	Bottled & canned soft drinks	1,347	381	120,994	18,987.0	65
2087	Flavoring extracts & syrups n.e.c.	159	29	11,308	3,868.9	49

DEFINITIONS: **SIC:** 4-digit classification used by federal government (see page 36). **Industry:** Classification by an establishment's primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Employment:** Number of persons employed in establishments with 20 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **N.E.C.:** Not Elsewhere Classified.

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SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2091	Canned & cured seafoods	119	46	13,027	1,817.4	73
2092	Fresh or frozen packaged seafoods	304	76	26,999	2,789.6	61
2095	Roasted coffee	112	44	14,687	8,180.0	80
2097	Manufactured ice	99	7	4,450	266.4	19
2098	Macaroni & spaghetti	61	34	7,952	1,039.3	86
2099	Food preparations n.e.c.	661	236	74,976	11,705.5	77

SIC 21 Tobacco

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2111	Cigarettes	11	11	35,453	13,026.2	100
2121	Cigars	45	25	7,040	429.6	90
2131	Chewing & smoking tobacco & snuff	21	14	4,088	967.4	91
2141	Tobacco stemming & redrying	54	35	11,169	3,374.5	90

SIC 22 Textile-mill products

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2211	Cotton-weaving mills	325	233	128,438	4,879.3	97
2221	Synthetics- & silk-weaving mills	301	183	74,127	5,878.1	92
2231	Wool-fabric weaving & finishing mills	150	80	30,801	1,597.0	88
2241	Narrow-fabric mills	245	92	27,192	1,044.2	73
2251	Women's full- & knee-length hosiery	119	71	29,428	1,520.7	93
2252	Hosiery n.e.c.	219	101	29,556	1,615.2	81
2253	Knit-outerwear mills	398	187	62,250	3,788.0	84
2254	Knit-underwear mills	68	52	29,104	1,146.5	97
2257	Circular-knit fabric mills	112	44	13,549	1,626.5	78
2258	Warp-knit fabric mills	77	44	14,233	1,491.8	86
2259	Knitting mills n.e.c.	34	6	2,745	145.8	55
2261	Cotton-finishing plants	196	101	50,070	1,416.9	91
2262	Synthetics- & silk-finishing plants	100	57	21,544	2,375.1	87
2269	Textile-finishing plants n.e.c.	120	50	14,675	898.0	79
2271	Woven carpets & rugs	34	14	7,076	355.8	81
2272	Tufted carpets & rugs	161	100	38,931	5,113.4	92
2279	Carpets & rugs n.e.c.	30	9	2,374	118.3	62
2281	Yarn-spinning mills, except wool	340	256	89,128	5,091.8	95
2282	Throwing & winding mills, except wool	78	48	15,721	2,368.9	90
2283	Wool-yarn mills	67	39	10,849	521.5	87
2284	Thread mills	50	31	9,705	470.6	91
2291	Felt goods, except woven felts & hats	56	21	6,396	592.7	78
2292	Lace goods	41	11	3,982	155.5	67
2293	Paddings & upholstery filling	63	19	5,479	307.1	58
2294	Processed textile waste	97	21	7,226	847.5	60
2295	Coated fabrics, not rubberized	125	43	14,759	1,754.5	76
2296	Tire cord & fabric	23	18	10,906	1,677.6	96
2297	Nonwoven fabrics	38	22	7,376	750.6	91
2298	Cordage & twine	88	33	10,676	609.7	79
2299	Textile goods n.e.c.	102	37	12,023	658.6	77

SIC 23 Apparel

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2311	Men's & boys' suits & coats	319	194	66,396	3,692.5	92
2321	Men's & boys' shirts & nightwear	474	319	90,903	3,585.4	91
2322	Men's & boys' underwear	54	44	16,255	508.4	96
2323	Men's & boys' neckwear	94	24	7,290	330.6	60
2327	Men's & boys' separate trousers	312	[illegible]	74,089	2,572.7	95
2328	Men's & boys' work clothing	362	263	76,176	3,558.4	93
2329	Men's & boys' clothing n.e.c.	400	198	55,907	1,773.6	82
2331	Women's & misses' blouses	458	182	50,807	3,627.4	72
2335	Women's & misses' dresses	771	265	76,726	3,498.2	69
2337	Women's & misses' suits & coats	361	119	34,963	3,608.1	66
2339	Women's & misses' outerwear n.e.c.	740	311	92,043	3,065.6	77
2341	Women's & children's underwear	390	235	67,763	2,633.8	88
2342	Brassieres, girdles, & allied garments	100	57	17,844	908.7	89
2351	Millinery	28	5	2,126	77.1	54
2352	Hats & caps, except millinery	139	53	13,285	461.2	69
2361	Girls' & children's dresses & blouses	212	96	23,197	1,244.3	75
2363	Girls' & children's coats & suits	40	20	5,109	130.3	80
2369	Girls' & children's outerwear n.e.c.	208	98	30,815	1,160.1	82
2371	Fur goods	71	3	2,826	368.2	13
2381	Fabric dress & work gloves	107	44	12,216	456.9	74
2384	Robes & dressing gowns	71	32	7,887	440.5	76
2385	Waterproof outer garments	75	31	9,327	546.1	79
2386	Leather- & sheep-lined clothing	37	15	3,405	218.4	71
2387	Apparel belts	94	25	7,670	475.0	60
2389	Apparel & accessories n.e.c.	96	22	7,512	316.7	58
2391	Curtains & draperies	271	66	24,748	957.5	61
2392	House furnishings n.e.c.	297	105	30,913	1,932.0	71
2393	Textile bags	112	37	9,727	594.2	64
2394	Canvas & related products	231	36	13,829	758.6	48
2395	Pleating, stitching, & tucking	125	24	8,206	396.6	47
2396	Automotive & apparel trimmings	164	41	24,770	1,429.5	78
2397	Schiffli-machine embroideries	32	4	1,929	94.3	40
2399	Fabricated textile products n.e.c.	290	83	26,359	1,765.2	69

SIC 24 Lumber & wood products

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2411	Logging camps & contractors	306	35	17,847	2,252.7	39
2421	General sawmills & planing mills	1,511	366	123,338	10,144.8	60

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SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2426	Hardwood dimension & flooring	328	77	26,692	1,041.7	58
2429	Special-product sawmills n.e.c.	50	4	2,815	123.5	31
2431	Millwork	1,015	212	86,932	6,120.1	65
2434	Wood kitchen cabinets	367	90	31,433	1,366.0	65
2435	Hardwood veneer & plywood	242	99	27,174	2,022.6	76
2436	Softwood veneer & plywood	174	113	29,794	3,907.8	91
2439	Structural wood members n.e.c.	298	56	18,999	1,070.7	46
2441	Nailed & lock-corner wood boxes	127	19	7,391	339.1	37
2448	Wood pallets & skids	294	32	14,992	834.7	33
2449	Wood containers n.e.c.	96	39	9,746	345.7	75
2451	Mobile homes	350	206	44,021	4,879.8	83
2452	Prefabricated wood buildings	248	66	20,016	1,734.2	65
2491	Wood preserving	198	26	11,091	1,406.1	37
2492	Particleboard	52	31	8,543	1,228.9	88
2499	Wood products n.e.c.	775	179	64,759	4,494.2	61

SIC 25 Furniture

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2511	Wood household furniture	736	329	125,834	7,242.6	84
2512	Upholstered wood household furniture	632	275	85,367	5,032.1	79
2514	Metal household furniture	195	93	26,250	2,296.1	83
2515	Mattresses & bedsprings	337	74	25,687	3,064.6	55
2517	Wood TV & radio cabinets	26	15	9,298	616.5	94
2519	Household furniture n.e.c.	62	17	6,858	541.7	70
2521	Wood office furniture	142	50	23,073	2,345.8	89
2522	Metal office furniture	166	86	33,984	3,361.2	89
2531	Public-building & related furniture	229	78	26,736	1,614.3	75
2541	Wood partitions & fixtures	324	69	23,752	2,109.4	63
2542	Metal partitions & fixtures	269	77	26,898	2,151.9	68
2591	Drapery hardware & blinds & shades	127	39	15,825	1,313.7	77
2599	Furniture & fixtures n.e.c.	150	33	11,390	1,025.5	63

SIC 26 Paper

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2611	Pulp mills	59	42	26,989	4,688.7	97
2621	Paper mills, except building paper	344	252	155,041	20,096.5	97
2631	Paperboard mills	189	124	50,631	8,108.4	92
2641	Paper coating & glazing	295	106	55,394	5,804.5	82
2642	Envelopes	211	110	26,567	2,010.8	80
2643	Bags, except textile bags	345	151	44,390	5,186.5	79
2645	Die-cut paper & board	169	41	13,267	2,082.5	61
2646	Pressed & molded pulp goods	29	9	3,695	345.1	70
2647	Sanitary paper products	93	56	29,219	9,311.5	93
2648	Stationery products	76	30	9,040	974.5	74
2649	Converted paper products n.e.c.	406	135	45,372	4,772.5	71
2651	Folding paperboard boxes	432	178	49,355	4,372.0	72
2652	Set-up paperboard boxes	160	47	14,366	546.8	65
2653	Corrugated & solid fiber boxes	1,016	481	102,147	10,508.7	74
2654	Sanitary food containers	108	67	25,776	2,535.6	92
2655	Fiber cans, drums, & similar products	190	44	16,686	1,546.6	62
2661	Building-paper & building-board mills	65	31	7,092	1,161.8	75

SIC 27 Printing & publishing

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2711	Newspapers	2,480	712	348,425	22,103.9	80
2721	Periodicals	817	191	86,799	12,226.4	72
2731	Book publishing	516	195	77,616	9,815.7	82
2732	Book printing	148	71	35,634	4,211.7	90
2741	Miscellaneous publishing	442	128	47,713	3,177.9	70
2751	Letterpress commercial printing	2,567	461	196,730	9,356.5	60
2752	Lithographic commercial printing	2,022	394	148,879	12,924.6	57
2753	Engraving & plate printing	177	33	12,095	1,020.4	53
2754	Gravure commercial printing	58	25	10,134	1,748.9	89
2761	Manifold business forms	447	161	48,640	7,469.4	75
2771	Greeting-card publishing	74	31	20,889	2,396.3	92
2782	Blankbooks & looseleaf binders	242	98	26,698	1,894.6	77
2789	Bookbinding & related work	274	63	21,108	758.5	59
2791	Typesetting	325	42	18,431	1,036.4	44
2793	Photoengraving	137	29	9,011	658.5	50
2794	Electrotyping & stereotyping	11	2	607	24.1	39
2795	Lithographic platemaking services	71	5	3,578	311.9	25

SIC 28 Chemicals

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2812	Alkalies & chlorine	62	35	14,662	1,655.1	89
2813	Industrial gases	264	32	16,187	2,730.2	46
2816	Inorganic pigments	80	26	10,559	1,002.4	76
2819	Industrial inorganic chemicals n.e.c.	573	218	113,262	17,036.4	83
2821	Plastics materials & synthetic resins	458	184	83,809	21,305.1	84
2822	Synthetic rubber	66	40	22,867	6,237.4	95
2823	Cellulosic man-made fibers	16	12	25,314	2,142.7	100
2824	Noncellulosic synthetic organic fibers	56	42	52,001	7,020.1	98
2831	Biological products	103	38	13,616	1,534.3	80
2833	Medicinals & botanicals	120	33	15,878	3,699.9	75
2834	Pharmaceutical preparations	502	247	150,209	21,340.6	93
2841	Soap & other detergents	246	74	29,092	8,646.0	80
2842	Polishes & sanitation goods	455	103	37,280	7,369.1	64

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SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
2843	Surface-active agents	62	20	5,201	826.1	58
2844	Toilet preparations	300	139	68,328	12,317.7	91
2851	Paints & allied products	823	198	67,104	11,191.2	61
2861	Gum & wood chemicals	59	20	7,038	878.8	75
2865	Cyclic crudes & intermediates	178	80	25,737	7,855.6	83
2869	Industrial organic chemicals n.e.c.	525	231	113,623	31,895.0	87
2873	Nitrogenous fertilizers	180	44	16,300	6,416.5	64
2874	Phosphatic fertilizers	84	32	16,973	4,722.2	87
2875	Fertilizers - mixing only	228	17	10,563	2,496.7	24
2879	Agricultural chemicals n.e.c.	155	24	17,508	6,193.3	69
2891	Adhesives & sealants	304	63	27,332	4,827.9	64
2892	Explosives	64	30	20,197	1,162.7	89
2893	Printing ink	183	34	11,383	2,070.0	49
2895	Carbon black	20	8	2,767	711.0	75
2899	Chemical preparations n.e.c.	652	166	60,676	10,644.5	64

SIC 29 Petroleum refining & coal products

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2911	Petroleum refining	299	166	90,885	140,200.8	94
2951	Paving mixtures & blocks	535	123	44,269	8,684.0	59
2952	Asphalt felts & coatings	184	58	16,614	3,184.2	63
2992	Lubricating oils & greases	237	36	20,979	5,914.2	60
2999	Petroleum & coal products n.e.c.	34	9	2,850	1,361.6	61

SIC 30 Rubber & miscellaneous plastics

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3011	Tires & inner tubes	121	68	62,347	7,276.3	95
3021	Rubber & plastic footwear	35	26	11,275	567.2	96
3031	Reclaimed rubber	14	4	1,253	100.2	63
3041	Rubber & plastic hose & belting	152	73	28,249	2,142.0	87
3069	Fabricated rubber products n.e.c.	854	322	111,909	5,381.0	80
3079	Miscellaneous plastics products	4,303	1,414	438,886	23,823.9	71

SIC 31 Leather

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3111	Leather tanning & finishing	191	68	19,351	2,035.1	71
3131	Boot & shoe cut stock & findings	108	40	10,374	389.0	73
3142	House slippers	36	22	6,753	323.6	91
3143	Men's nonathletic footwear	141	110	47,189	2,583.0	97
3144	Women's nonathletic footwear	141	112	34,227	2,029.4	97
3149	Nonrubber footwear n.e.c.	160	107	35,491	1,932.2	94
3151	Leather gloves & mittens	52	13	4,158	146.8	66
3161	Luggage	109	43	13,767	670.9	81
3171	Women's handbags & purses	102	37	12,222	388.9	77
3172	Personal leather goods n.e.c.	91	30	9,135	266.3	63
3199	Leather goods n.e.c.	134	27	8,822	316.5	59

SIC 32 Stone, clay, glass & concrete

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3211	Flat glass	82	39	18,335	2,718.1	90
3221	Glass containers	118	106	51,809	4,277.7	99
3229	Pressed & blown glass n.e.c.	190	95	53,104	4,065.7	91
3231	Products of purchased glass	342	92	31,262	2,373.3	65
3241	Hydraulic cement	158	110	25,143	4,898.9	89
3251	Brick & structural clay tile	222	59	18,346	1,016.0	51
3253	Ceramic wall & floor tile	63	31	8,999	461.6	85
3255	Clay refractories	96	30	8,644	748.2	61
3259	Structural clay products n.e.c.	51	14	3,497	201.2	49
3261	Vitreous plumbing fixtures	39	27	9,267	464.0	93
3262	Vitreous china food utensils	18	13	6,646	376.6	97
3263	Fine-earthenware food utensils	10	7	1,934	78.0	77
3264	Porcelain electrical supplies	69	36	11,615	685.5	87
3269	Pottery products n.e.c.	103	32	10,499	501.2	71
3271	Concrete block & brick	542	47	25,208	2,279.5	25
3272	Concrete products n.e.c.	980	175	64,437	4,209.9	51
3273	Ready-mixed concrete	1,351	170	78,232	8,418.1	43
3274	Lime	166	32	12,368	1,223.4	59
3275	Gypsum products	91	61	11,772	1,397.9	86
3281	Cut stone & stone products	307	43	17,790	1,118.0	44
3291	Abrasive products	183	50	20,120	3,031.6	69
3292	Asbestos products	97	47	14,277	1,239.4	84
3293	Gaskets, packing, & sealing devices	229	71	29,771	2,057.4	76
3295	Ground or treated minerals & earths	434	77	30,640	5,045.3	54
3296	Mineral wool	103	54	22,295	2,358.7	90
3297	Nonclay refractories	77	33	10,192	960.9	77
3299	Nonmetallic mineral products n.e.c.	75	19	6,980	374.2	63

DEFINITIONS: **SIC**: 4-digit classification used by federal government (see page 36). **Industry:** Classification by an establishment's primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Employment:** Number of persons employed in establishments with 20 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **N.E.C.:** Not Elsewhere Classified.

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SIC 33 Primary metal

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
3312	Blast furnaces & steel mills	319	191	230,563	29,592.5	97
3313	Electrometallurgical products	33	20	6,205	791.3	88
3315	Steel wire & related products	153	60	21,550	2,409.9	79
3316	Cold-rolled steel sheet, strip, & bars	198	87	40,543	6,490.2	83
3317	Steel pipe & tubes	204	105	49,708	6,528.0	89
3321	Gray-iron foundries	611	252	94,951	9,535.4	81
3322	Malleable-iron foundries	53	29	13,890	692.3	93
3324	Steel-investment foundries	62	27	10,574	1,345.9	87
3325	Steel foundries n.e.c.	276	132	47,819	5,173.4	86
3331	Primary copper	34	19	16,061	6,926.7	94
3332	Primary lead	18	8	2,866	570.5	78
3333	Primary zinc	17	10	3,568	539.3	90
3334	Primary aluminum	54	33	29,209	5,523.8	95
3339	Primary nonferrous metals n.e.c.	94	24	11,357	3,103.0	69
3341	Secondary nonferrous metals	258	71	23,112	7,178.3	64
3351	Copper rolling & drawing	98	62	23,873	3,405.3	91
3353	Aluminum sheet, plate, & foil	61	40	32,219	5,395.1	96
3354	Aluminum extruded products	159	91	26,293	2,489.8	83
3355	Aluminum rolling & drawing n.e.c.	51	24	6,947	1,351.9	79
3356	Nonferrous rolling & drawing n.e.c.	125	47	23,887	4,332.6	86
3357	Nonferrous-wire drawing & insulating	286	167	60,603	7,034.1	90
3361	Aluminum foundries	442	143	44,743	3,006.1	71
3362	Brass, bronze, & copper foundries	241	53	17,061	969.2	56
3369	Nonferrous foundries n.e.c.	270	90	33,817	1,776.6	75
3398	Metal heat treating	249	27	12,676	929.6	32
3399	Primary metal products n.e.c.	201	47	16,187	2,137.6	55

SIC 34 Fabricated metal

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3411	Metal cans	280	178	52,031	10,977.4	90
3412	Metal shipping barrels, drums, & pails	153	40	12,586	1,335.2	62
3421	Cutlery	67	30	9,600	795.3	84
3423	Hand & edge tools n.e.c.	316	116	40,092	3,324.5	78
3425	Hand saws & saw blades	80	32	8,922	687.1	81
3429	Hardware n.e.c.	543	202	81,356	9,071.3	80
3431	Metal sanitary ware	74	30	13,503	864.2	76
3432	Plumbing fittings & brass goods	146	83	23,137	2,006.0	87
3433	Heating equipment, except electric	342	129	43,889	4,727.9	78
3441	Fabricated structural metal	1,436	308	107,424	20,819.7	53
3442	Metal doors, sash, & trim	867	261	83,074	7,446.5	67
3443	Fabricated plate work (boiler shops)	1,023	283	103,310	13,590.3	67
3444	Sheet-metal work	1,686	295	109,504	11,850.7	49
3446	Architectural & ornamental metal work	255	43	19,003	1,422.0	50
3448	Prefabricated metal buildings	223	86	26,003	5,254.2	74
3449	Miscellaneous metal work	319	62	21,888	5,441.9	50
3451	Screw-machine products	794	93	42,397	2,215.5	34
3452	Bolts, nuts, rivets, & washers	484	163	53,719	3,863.6	73
3462	Iron & steel forgings	344	119	45,097	5,317.3	78
3463	Nonferrous forgings	39	18	7,561	1,546.2	89
3465	Automotive stampings	176	92	83,369	8,916.0	96
3466	Crowns & closures	39	27	7,875	1,433.1	92
3469	Metal stampings n.e.c.	1,236	305	154,964	11,678.6	74
3471	Plating & polishing	951	132	56,349	2,436.9	41
3479	Metal coating & allied services n.e.c.	520	84	36,984	4,024.6	43
3482	Small-arms ammunition	33	17	15,770	1,646.9	94
3483	Ammunition, except small-arms, n.e.c.	70	41	39,359	1,472.7	96
3484	Small arms	41	22	14,705	1,397.5	92
3489	Ordnance & accessories n.e.c.	78	30	22,642	1,978.5	91
3493	Steel springs, except wire	108	29	9,724	1,275.4	62
3494	Valves & pipe fittings	672	285	94,285	11,338.4	82
3495	Wire springs	159	45	13,905	2,001.1	65
3496	Miscellaneous fabricated wire products	643	163	58,620	4,491.7	63
3497	Metal foil & leaf	27	11	3,826	993.3	75
3498	Fabricated pipe & fittings	306	75	24,747	3,970.8	56
3499	Fabricated metal products n.e.c.	889	207	75,397	8,829.9	60

SIC 35 Nonelectrical machinery

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3511	Turbines & turbine-generator set units	80	38	31,079	2,790.6	94
3519	Internal-combustion engines n.e.c.	150	74	72,484	9,918.5	95
3523	Farm machinery & equipment	717	186	93,791	9,953.6	76
3524	Lawn & garden equipment	104	49	26,299	1,734.6	91
3531	Construction machinery	470	209	92,294	12,104.1	87
3532	Mining machinery	218	81	28,440	2,749.6	77
3533	Oil-field machinery	379	125	48,125	9,155.9	75
3534	Elevators & moving stairways	129	40	13,626	1,344.1	72
3535	Conveyors & conveying equipment	399	109	35,034	3,240.3	61
3536	Hoists, industrial cranes, & monorails	155	52	19,010	1,386.2	75
3537	Industrial trucks & tractors	263	87	37,462	2,769.9	79
3541	Metal-cutting machine tools	619	149	61,156	4,357.9	69
3542	Metal-forming machine tools	239	63	23,911	1,507.9	69
3544	Special dies, tools, jigs, & fixtures	2,061	241	115,201	5,751.9	39
3545	Machine-tool accessories	654	156	5[illegible],602	3,291.6	67
3546	Power-driven hand tools	104	46	21,767	1,292.9	88

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SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
3547	Rolling-mill machinery	39	19	6,699	820.5	87
3549	Metalworking machinery n.e.c.	205	65	18,455	1,993.7	68
3551	Food-products machinery	463	140	44,017	2,681.1	67
3552	Textile machinery	298	77	27,781	1,723.7	64
3553	Woodworking machinery	138	33	10,389	1,013.4	59
3554	Paper-industries machinery	151	52	18,810	1,744.0	75
3555	Printing-trades machinery	262	78	29,916	2,280.4	73
3559	Special-industry machinery n.e.c.	834	214	87,314	8,956.0	70
3561	Pumps & pumping equipment	466	179	60,901	6,686.1	79
3562	Ball & roller bearings	164	95	55,801	3,715.6	93
3563	Air & gas compressors	161	71	31,547	3,281.7	85
3564	Blowers & exhaust & ventilation fans	322	104	35,218	2,282.4	75
3565	Industrial patterns	136	13	6,300	441.4	34
3566	Speed changers, drives, & gears	150	59	22,866	1,846.3	77
3567	Industrial-process furnaces & ovens	231	61	20,935	1,470.0	62
3568	Power-transmission equipment n.e.c.	241	93	34,218	3,999.6	78
3569	General industrial machinery n.e.c.	693	194	70,784	5,673.2	70
3573	Electronic computing equipment	1,144	572	372,547	51,634.8	93
3574	Calculating & accounting machines	49	24	13,863	2,503.2	93
3576	Scales & balances, except laboratory	77	26	7,392	199.4	76
3579	Office machines n.e.c.	186	71	45,475	11,378.5	89
3581	Automatic merchandising machines	55	30	10,806	694.9	87
3582	Commercial laundry equipment	64	18	6,275	527.0	68
3585	Refrigeration & heating equipment	518	254	137,083	15,557.9	91
3586	Measuring & dispensing pumps	29	13	6,744	524.0	89
3589	Service-industry machinery n.e.c.	365	115	34,605	3,061.7	67
3592	Carburetors, pistons, rings, & valves	95	47	25,683	1,723.4	90
3599	Machinery, except electrical, n.e.c.	2,971	332	159,196	11,444.9	41

SIC 36 Electric & electronic equipment

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
3612	Transformers	272	120	53,464	2,824.4	87
3613	Switchgear & switchboard apparatus	367	170	62,523	4,994.7	86
3621	Motors & generators	426	241	107,609	7,791.0	92
3622	Industrial controls	434	162	67,254	5,234.8	82
3623	Electric welding apparatus	139	49	19,497	2,411.7	81
3624	Carbon & graphite products	58	32	13,581	1,446.3	92
3629	Electrical industrial apparatus n.e.c.	172	53	18,014	1,723.4	69
3631	Household cooking equipment	63	45	25,521	2,911.1	97
3632	Household refrigerators & freezers	34	24	20,010	2,386.5	98
3633	Household laundry equipment	19	12	17,715	1,956.3	98
3634	Electric housewares & fans	179	92	38,989	3,846.4	89
3635	Household vacuum cleaners	33	16	9,151	716.6	87
3636	Sewing machines	40	14	4,226	320.3	75
3639	Household appliances n.e.c.	46	25	14,338	2,018.3	94
3641	Electric lamps	96	50	24,703	2,524.9	92
3643	Current-carrying wiring devices	357	168	64,319	2,721.1	86
3644	Non-current-carrying wiring devices	115	56	17,731	3,064.2	84
3645	Residential electric lighting fixtures	219	70	22,584	1,306.2	72
3646	Commercial electric lighting fixtures	110	45	17,702	1,824.3	83
3647	Vehicular lighting equipment	38	21	11,772	1,019.9	93
3648	Lighting equipment n.e.c.	154	57	18,946	1,881.5	73
3651	Radio & TV receiving sets	259	123	61,985	7,326.5	90
3652	Phonograph records & pre-recorded tape	111	33	17,077	3,148.8	85
3661	Telephone & telegraph apparatus	239	139	120,847	19,031.6	97
3662	Radio & TV communication equipment	1,188	546	354,765	33,751.6	93
3671	Electron tubes	79	42	32,838	1,701.0	95
3674	Semiconductors & related devices	397	212	152,207	10,938.5	96
3675	Electronic capacitors	86	47	20,809	1,568.9	89
3676	Electronic resistors	51	27	12,352	780.8	90
3677	Electronic coils & transformers	191	77	18,975	1,268.0	70
3678	Electronic connectors	105	53	22,072	2,273.4	87
3679	Electronic components n.e.c.	1,789	742	300,157	19,560.9	85
3691	Storage batteries	128	82	31,347	2,861.4	93
3692	Dry & wet primary batteries	45	29	9,064	1,413.4	92
3693	X-ray apparatus & tubes	127	63	31,655	5,299.6	92
3694	Engine electrical equipment	215	97	77,750	5,341.0	93
3699	Electrical equipment & supplies n.e.c.	201	64	22,168	2,110.4	71

SIC 37 Transportation equipment

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
3711	Motor vehicles & passenger-car bodies	176	117	273,327	95,938.7	99
3713	Truck & bus bodies	413	114	101,513	9,161.9	89
3714	Motor-vehicle parts & accessories	1,234	628	358,137	38,236.6	92
3715	Truck trailers	204	72	25,150	2,018.3	77
3721	Aircraft	102	63	208,385	28,921.3	99
3724	Aircraft engines & engine parts	174	93	108,850	8,989.5	96
3728	Aircraft equipment n.e.c.	644	260	164,047	12,062.9	89
3731	Ship building & repairing	324	167	159,638	7,857.6	94
3732	Boat building & repairing	385	116	42,042	2,182.7	74
3743	Railroad equipment	177	74	38,298	4,651.0	86
3751	Motorcycles, bicycles, & parts	64	23	15,713	1,636.8	87
3761	Guided missiles & space vehicles	60	38	97,832	13,209.4	99
3764	Space-propulsion units & parts	25	18	26,101	2,309.6	98
3769	Space-vehicle equipment n.e.c.	61	34	34,719	4,005.7	97
3792	Travel trailers & campers	206	90	24,742	1,552.9	81
3795	Tanks & tank components	25	9	13,254	1,737.3	95
3799	Transportation equipment n.e.c.	105	27	9,068	657.1	65

SIC 38 Instruments

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
3811	Engineering & scientific instruments	522	204	85,151	3,887.6	84
3822	Environmental controls	201	87	41,283	1,725.3	89
3823	Industrial process-control instruments	372	128	51,506	3,990.6	78
3824	Fluid meters & counting devices	88	44	16,380	1,343.7	88
3825	Electricity-measuring instruments	371	172	67,692	5,569.9	89
3829	Measuring & controlling devices n.e.c.	328	107	34,448	2,662.6	71
3832	Optical instruments & lenses	271	84	38,978	4,412.5	79
3841	Surgical & medical instruments	396	189	75,389	5,060.5	89
3842	Surgical appliances & supplies	441	186	77,554	6,663.4	85
3843	Dental equipment & supplies	167	46	17,213	1,512.3	70
3851	Ophthalmic goods	265	80	29,977	915.5	75
3861	Photographic equipment & supplies	369	116	94,524	11,355.0	87
3873	Watches, clocks, & watchcases	100	47	23,768	1,838.2	90

SIC 39 Miscellaneous manufacturing

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
3911	Precious-metal jewelry	414	94	39,841	4,078.4	67
3914	Silverware & plated & stainless ware	66	21	9,688	546.1	80
3915	Jewelers' materials & lapidary work	105	18	8,568	1,088.2	57
3931	Musical instruments & parts	134	57	20,669	1,521.8	84
3942	Dolls & stuffed toy animals	69	25	6,999	511.7	69
3944	Games, toys, & children's vehicles	227	105	41,127	7,147.8	90
3949	Sporting & athletic goods n.e.c.	473	142	50,393	4,062.8	73
3951	Pens & mechanical pencils	81	33	12,848	1,030.0	84
3952	Lead pencils & art goods	59	27	9,665	622.4	86
3953	Marking devices	150	16	9,334	378.3	49
3955	Carbon paper & inked ribbons	59	14	5,098	496.2	60
3961	Costume jewelry	246	62	23,613	1,531.2	71
3962	Artificial flowers	65	12	4,319	319.2	45
3963	Buttons	48	11	2,837	169.4	47
3964	Needles, pins, & fasteners	118	52	16,705	1,088.1	81
3991	Brooms & brushes	168	50	15,370	1,160.8	67
3993	Signs & advertising displays	808	124	51,386	2,369.9	48
3995	Burial caskets	124	24	10,077	803.7	64
3996	Hard-surface floor coverings n.e.c.	17	11	8,695	1,292.1	97
3999	Manufactures n.e.c.	638	159	57,592	4,125.2	65

TRANSPORTATION AND PUBLIC UTILITIES

SIC 40 Railroads

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
4011	Line-haul-operating railroads	299	143	206,171	24,739.5	97

SIC 49 Electric, gas, & sanitary services

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
4911	Electric services	1,955	394	339,924	109,375.5	79
4912	Nuclear power	78	70	59,763	28,123.7	99
4922	Natural-gas transmission	690	50	42,295	45,707.3	53
4923	Gas transmission & distribution	318	39	36,261	24,958.4	78
4924	Natural-gas distribution	516	77	51,540	20,217.2	69
4931	Electric & other services combined	307	89	93,621	29,575.0	88

WHOLESALE TRADE

SIC 50 Wholesale trade in durable goods

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
5051	Metals service centers & sales offices	1,346	156	73,873	30,444.9	44
5063	Electrical-power-equipment wholesalers	1,723	114	75,596	12,612.8	37
5065	Electronic-parts wholesalers	734	97	49,868	9,754.0	52
5081	Commercial-equipment wholesalers	1,225	175	93,370	6,084.3	64
5084	Industrial-machinery distributors	2,784	162	118,386	17,025.5	28
5085	Industrial-supply distributors	2,821	105	114,840	19,829.5	31

FINANCE, INSURANCE, AND REAL ESTATE

SIC 60 Banking

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
6025	National banks, federal reserve system	3,913	768	628,020	138,002.8	80

SERVICES

SIC 70 Hotels & other lodging places

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
7011	Hotels, motels, & tourist courts	7,672	2,115	880,270	31,067.9	74

SIC 73 Business services

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
7372	Computer programming & software	1,025	312	150,514	11,428.9	80
7374	Data-processing services	1,205	264	109,962	8,037.1	66

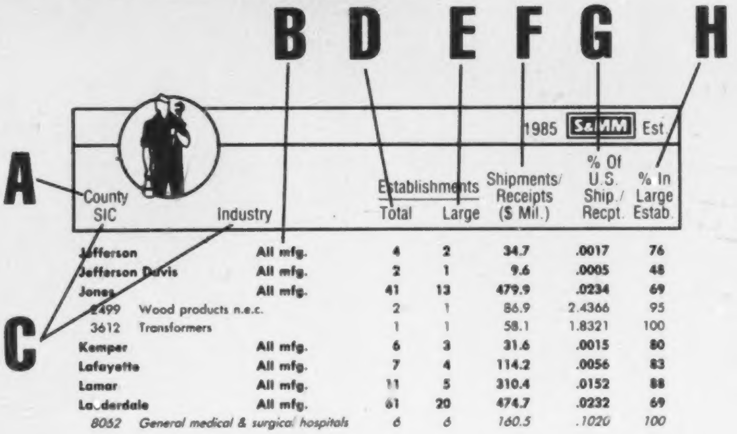
SIC 80 Health

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
8062	General medical & surgical hospitals	6,129	4,884	3,156,856	180,745.2	97

SIC 82 Education

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
8221	Colleges & universities n.e.c.	1,459	931	550,830	26,691.3	96

Guide to using S&MM's Survey of Industrial & Commercial Buying Power



County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		1985 S&MM Est.				
Jefferson	**All mfg.**	**4**	**2**	**34.7**	**.0017**	**76**
Jefferson Davis	**All mfg.**	**2**	**1**	**9.6**	**.0005**	**48**
Jones	**All mfg.**	**41**	**13**	**479.9**	**.0234**	**69**
2499	Wood products n.e.c.	2	1	86.9	2.4366	95
3612	Transformers	1	1	58.1	1.8321	100
Kemper	**All mfg.**	**6**	**3**	**31.6**	**.0015**	**80**
Lafayette	**All mfg.**	**7**	**4**	**114.2**	**.0056**	**83**
Lamar	**All mfg.**	**11**	**5**	**310.4**	**.0152**	**88**
Lauderdale	**All mfg.**	**61**	**20**	**474.7**	**.0232**	**69**
8062	*General medical & surgical hospitals*	*6*	*6*	*160.5*	*.1020*	*100*

A. Counties with at least one establishment of 20 or more employees in any 4-digit manufacturing SIC or any of the *SICBP*'s selected 4-digit nonmanufacturing SICs are listed alphabetically, by state. In each county, individual 4-digit SIC industries with an aggregate employment of 1,000 or more are listed below the corresponding county name. Industries are identified at the 4-digit level of the **Standard Industrial Classification (SIC)** system used by the federal government, since this is the level of detail most often used by marketers. For a more in-depth discussion of the SIC system, see the article that begins on page 36. CAUTION: The county "All mgf." totals *will* add up to the U.S. total, although the individual 4-digit SIC industry totals for counties *will not* add up to the U.S. totals shown in **Section II** (page 40), since an industry will not appear under a county if it has less than 1,000 employees.

B. The "All mfg." line that appears for each county listed refers to the overall total for all of the manufacturing establishments in that county with more than 20 employees. If there are no 4-digit industries employing 1,000 or more people in a particular county, the "All mfg." line will be the only data listed for that country.

C. The 4-digit SIC codes listed under a county name indicate that this industry has an aggregate employment of 1,000 or more in that county. The industry definitions for each 4-digit code are found to the right of the number. Nonmanufacturing entries are printed in italics. A more complete listing of all SIC coded industries and their titles is in the ***Standard Industrial Classification Manual*** (U.S. Government Printing Office, Washington, DC 20402). It should be noted, however, that the *Survey* lists a few more 4-digit industries than the SIC manual, since we have retained certain industries that have been merged by the federal government into catchall groups.

D. The total number of establishments with 20 or more employees. For a detailed definition of what constitutes an establishment, see the SIC article on page 36. The *Survey* lists establishments with 20 or more employees because these locations typically account for 90%-95% of an industry's activity.

E. Large establishments are locations with 100 or more employees. Since they generally account for a greater share of a county's total activity, a separate total of such establishments is provided. They can most often be considered the key selling prospects in a county.

F. The total shipments/receipts figure is the dollar value of the goods produced or distributed, or the services provided. Shipments is the term commonly used in mining and manufacturing industries; receipts in all other industries. Figures are shown in millions of dollars.

G. The figure showing the percentage of U.S. shipments/receipts indicates a county's importance relative to others, either in the "All mfg." area or in separate SIC industries. The two ratios make it easier for marketers to pinpoint those counties that are most important to their product or service. It should be noted, however, that the "All mfg." percentage figures pertain to a county's share of total U.S. shipments/receipts, whereas the percentage figures for 4-digit SICs refer to the county's share of the U.S. total *in that particular industry only*. Thus, within a county, percentages for 4-digit manufacturing industries will not add up to the percentage total for "All mfg."

H. The portion of a county's business volume accounted for by large establishments (100 or more employees) suggests the necessary level of sales coverage. Normally, the higher the percentage, the fewer salespeople required.

Section III: 1986 State & County Totals

State and county totals for manufacturing and nonmanufacturing industries surveyed

		1986 S&MM Est.				
County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
ALABAMA						
Autauga	**All mfg.**	**8**	**5**	**229.3**	**.0106**	**97**
Baldwin	**All mfg.**	**32**	**14**	**355.8**	**.0165**	**79**
Barbour	**All mfg.**	**28**	**11**	**322.9**	**.0150**	**87**
Bibb	**All mfg.**	**9**	**3**	**72.1**	**.0033**	**66**
Blount	**All mfg.**	**7**	**3**	**47.8**	**.0022**	**57**
Bullock	**All mfg.**	**3**	**3**	**84.5**	**.0039**	**100**
Butler	**All mfg.**	**15**	**7**	**163.9**	**.0076**	**83**
2399	Fabricated textile products n.e.c.	1	1	37.9	2.1471	100
Calhoun	**All mfg.**	**59**	**34**	**922.7**	**.0428**	**88**
2281	Yarn-spinning mills, except wool	3	3	67.5	1.3257	100
3494	Valves & pipe fittings	3	3	171.9	1.5161	100
Chambers	**All mfg.**	**19**	**11**	**302.1**	**.0140**	**92**
2211	Cotton-weaving mills	7	7	187.0	3.8325	100
Cherokee	**All mfg.**	**3**	**3**	**41.6**	**.0019**	**100**
Chilton	**All mfg.**	**14**	**6**	**103.2**	**.0048**	**74**
Choctaw	**All mfg.**	**7**	**4**	**160.7**	**.0075**	**92**
Clarke	**All mfg.**	**16**	**7**	**230.2**	**.0107**	**78**
Clay	**All mfg.**	**7**	**6**	**86.9**	**.0040**	**97**
Cleburne	**All mfg.**	**6**	**4**	**89.0**	**.0041**	**92**
Coffee	**All mfg.**	**22**	**11**	**324.7**	**.0151**	**85**
Colbert	**All mfg.**	**39**	**11**	**1,050.3**	**.0487**	**88**
3334	Primary aluminum	1	1	236.3	4.2779	100
3353	Aluminum sheet, plate, & foil	1	1	319.6	5.9239	100
4911	*Electric services*	*2*	*2*	*157.2*	*.1437*	*100*
Conecuh	**All mfg.**	**5**	**2**	**61.4**	**.0028**	**78**
Coosa	**All mfg.**	**6**	**3**	**69.7**	**.0032**	**88**
Covington	**All mfg.**	**25**	**14**	**396.2**	**.0184**	**88**
2321	Men's & boys' shirts & nightwear	3	3	54.6	1.5228	100
Crenshaw	**All mfg.**	**4**	**3**	**52.6**	**.0024**	**95**
Cullman	**All mfg.**	**28**	**16**	**418.6**	**.0194**	**85**
Dale	**All mfg.**	**19**	**9**	**282.3**	**.0131**	**74**
Dallas	**All mfg.**	**32**	**18**	**518.8**	**.0241**	**83**
De Kalb	**All mfg.**	**44**	**24**	**420.8**	**.0195**	**86**
2252	Hosiery n.e.c.	15	6	71.6	4.4329	74
2321	Men's & boys' shirts & nightwear	4	3	37.7	1.0515	95
Elmore	**All mfg.**	**10**	**6**	**95.1**	**.0044**	**76**
Escambia	**All mfg.**	**21**	**8**	**271.8**	**.0126**	**75**
Etowah	**All mfg.**	**46**	**12**	**820.3**	**.0380**	**81**
3312	Blast furnaces & steel mills	1	1	461.3	1.5588	100
8062	*General medical & surgical hospitals*	*3*	*2*	*63.2*	*.0350*	*94*
Fayette	**All mfg.**	**14**	**5**	**138.7**	**.0064**	**71**
Franklin	**All mfg.**	**21**	**10**	**224.3**	**.0104**	**70**
Geneva	**All mfg.**	**11**	**7**	**120.6**	**.0056**	**89**
2321	Men's & boys' shirts & nightwear	5	5	60.4	1.6846	100
Greene	**All mfg.**	**2**	**1**	**8.9**	**.0004**	**69**
Hale	**All mfg.**	**7**	**5**	**94.5**	**.0044**	**91**
Henry	**All mfg.**	**10**	**2**	**111.0**	**.0051**	**49**
Houston	**All mfg.**	**37**	**15**	**782.9**	**.0363**	**77**
3652	Phonograph records & pre-recorded tape	1	1	172.9	5.4910	100
4912	*Nuclear power*	*1*	*1*	*347.3*	*1.2349*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*55.3*	*.0306*	*100*
Jackson	**All mfg.**	**21**	**12**	**466.3**	**.0216**	**94**
4911	*Electric services*	*2*	*1*	*158.6*	*.1450*	*92*
Jefferson	**All mfg.**	**354**	**122**	**4,589.0**	**.2128**	**76**
1211	*Bituminous-coal & lignite mining*	*17*	*10*	*364.1*	*2.2408*	*89*
1611	*Highway & street construction*	*10*	*3*	*122.8*	*.7100*	*78*
1623	*Pipe- & utility-line construction*	*9*	*2*	*80.8*	*1.3602*	*66*
1629	*Heavy construction n.e.c.*	*11*	*4*	*501.5*	*1.9002*	*87*
2016	Poultry-dressing plants	3	2	89.2	1.3172	97
2086	Bottled & canned soft drinks	5	5	251.0	1.3220	100
2752	Lithographic commercial printing	14	5	119.2	.9223	71
2813	Industrial gases	3	1	175.2	6.4171	88
3312	Blast furnaces & steel mills	8	5	276.2	.9333	94
3317	Steel pipe & tubes	7	4	218.3	3.3441	93
3321	Gray-iron foundries	7	5	179.3	1.8804	94
3443	Fabricated plate work (boiler shops)	14	4	205.5	1.5121	66
3494	Valves & pipe fittings	3	3	182.1	1.6060	100
3721	Aircraft	1	1	105.2	.3637	100
4011	*Line-haul-operating railroads*	*2*	*2*	*182.9*	*.7393*	*100*
4911	*Electric services*	*3*	*2*	*1,524.0*	*1.3934*	*99*
4924	*Natural-gas distribution*	*3*	*3*	*473.3*	*2.3411*	*100*
5085	*Industrial-supply distributors*	*19*	*3*	*221.5*	*1.1170*	*53*
6025	*National banks, federal reserve system*	*3*	*2*	*448.1*	*.3247*	*99*
7011	*Hotels, motels, & tourist courts*	*18*	*3*	*33.5*	*.1078*	*30*
8062	*General medical & surgical hospitals*	*18*	*17*	*891.6*	*.4933*	*100*
Lamar	**All mfg.**	**13**	**10**	**145.7**	**.0068**	**94**
2327	Men's & boys' separate trousers	6	6	41.0	1.5937	100
Lauderdale	**All mfg.**	**28**	**15**	**705.4**	**.0327**	**93**
3011	Tires & inner tubes	1	1	389.7	5.3557	100
Lawrence	**All mfg.**	**13**	**4**	**326.3**	**.0151**	**90**
2621	Paper mills, except building paper	1	1	206.6	1.0280	100
Lee	**All mfg.**	**34**	**13**	**1,048.0**	**.0486**	**90**
2211	Cotton-weaving mills	2	2	53.9	1.1047	100
3011	Tires & inner tubes	1	1	167.4	2.3006	100
3652	Phonograph records & pre-recorded tape	1	1	119.9	3.8078	100
3949	Sporting & athletic goods n.e.c.	2	1	318.5	7.8394	99
Limestone	**All mfg.**	**17**	**10**	**234.1**	**.0109**	**92**
4912	*Nuclear power*	*1*	*1*	*282.2*	*1.0034*	*100*
Lowndes	**All mfg.**	**5**	**2**	**24.0**	**.0011**	**65**
Macon	**All mfg.**	**3**	**3**	**331.0**	**.0154**	**100**
8062	*General medical & surgical hospitals*	*2*	*2*	*106.2*	*.0588*	*100*
Madison	**All mfg.**	**118**	**49**	**2,820.4**	**.1308**	**90**
3443	Fabricated plate work (boiler shops)	3	2	99.8	.7343	95
3661	Telephone & telegraph apparatus	3	2	579.9	3.0470	99
3662	Radio & TV communication equipment	4	4	280.7	.8317	100
3679	Electronic components n.e.c.	4	1	186.4	.9529	94
3764	Space-propulsion units & parts	2	2	157.1	6.8020	100
7372	*Computer programming & software*	*8*	*4*	*66.8*	*.5845*	*90*
8062	*General medical & surgical hospitals*	*3*	*3*	*123.2*	*.0682*	*100*
Marengo	**All mfg.**	**12**	**7**	**301.7**	**.0140**	**94**
2421	General sawmills & planing mills	4	3	93.6	.9226	99
Marion	**All mfg.**	**21**	**16**	**376.6**	**.0175**	**89**
Marshall	**All mfg.**	**55**	**31**	**1,086.9**	**.0504**	**90**
2016	Poultry-dressing plants	6	6	214.9	3.1734	100
2328	Men's & boys' work clothing	3	3	45.4	1.2759	100
3679	Electronic components n.e.c.	2	2	178.4	.9120	100
Mobile	**All mfg.**	**142**	**48**	**2,371.0**	**.1100**	**81**
2621	Paper mills, except building paper	2	2	405.8	2.0193	100
2869	Industrial organic chemicals n.e.c.	5	3	469.1	1.4708	83
3731	Ship building & repairing	7	3	59.5	.7572	82
6025	*National banks, federal reserve system*	*4*	*3*	*190.1*	*.1378*	*92*
7011	*Hotels, motels, & tourist courts*	*16*	*3*	*98.6*	*.3174*	*70*
8062	*General medical & surgical hospitals*	*9*	*8*	*284.2*	*.1572*	*93*
Monroe	**All mfg.**	**13**	**8**	**277.4**	**.0129**	**82**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est.

ALABAMA (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Montgomery	**All mfg.**	**106**	**45**	**1,564.0**	**.0725**	**81**
3221	Glass containers	2	2	114.5	2.6767	100
8062	*General medical & surgical hospitals*	*6*	*6*	*177.3*	*.0981*	*100*
Morgan	**All mfg.**	**64**	**26**	**1,795.0**	**.0832**	**88**
2821	Plastics materials & synthetic resins	1	1	339.3	1.5926	100
2824	Noncellulosic synthetic organic fibers	1	1	253.0	3.6039	100
4911	*Electric services*	*2*	*1*	*262.5*	*.2400*	*90*
4912	*Nuclear power*	*1*	*1*	*282.2*	*1.0034*	*100*
Perry	**All mfg.**	**5**	**3**	**35.7**	**.0017**	**75**
Pickens	**All mfg.**	**11**	**4**	**87.8**	**.0041**	**67**
Pike	**All mfg.**	**18**	**5**	**247.4**	**.0115**	**52**
Randolph	**All mfg.**	**10**	**7**	**150.4**	**.0070**	**94**
Russell	**All mfg.**	**16**	**6**	**148.9**	**.0069**	**65**
2211	Cotton-weaving mills	3	3	58.4	1.1969	100
St. Clair	**All mfg.**	**17**	**5**	**150.9**	**.0070**	**49**
Shelby	**All mfg.**	**47**	**13**	**582.5**	**.0270**	**76**
Sumter	**All mfg.**	**14**	**6**	**123.6**	**.0057**	**71**
Talladega	**All mfg.**	**44**	**20**	**935.9**	**.0434**	**86**
2281	Yarn-spinning mills, except wool	5	5	72.8	1.4297	100
2611	Pulp mills	1	1	429.6	9.1625	100
Tallapoosa	**All mfg.**	**21**	**14**	**456.1**	**.0212**	**93**
2211	Cotton-weaving mills	4	4	42.3	.8669	100
2281	Yarn-spinning mills, except wool	2	2	244.9	4.8097	100
Tuscaloosa	**All mfg.**	**54**	**14**	**983.9**	**.0456**	**83**
3011	Tires & inner tubes	1	1	247.9	3.4070	100
3321	Gray-iron foundries	2	1	136.2	1.4284	97
8062	*General medical & surgical hospitals*	*5*	*4*	*250.6*	*.1386*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*49.7*	*.1862*	*98*
Walker	**All mfg.**	**23**	**9**	**170.9**	**.0079**	**67**
1211	*Bituminous-coal & lignite mining*	*13*	*5*	*308.0*	*1.8955*	*79*
Washington	**All mfg.**	**6**	**3**	**438.6**	**.0203**	**98**
2869	Industrial organic chemicals n.e.c.	1	1	402.1	1.2607	100
Wilcox	**All mfg.**	**9**	**3**	**266.8**	**.0124**	**90**
2621	Paper mills, except building paper	1	1	222.5	1.1072	100
Winston	**All mfg.**	**27**	**12**	**176.3**	**.0082**	**66**
STATE TOTAL	**All mfg.**	**1,977**	**848**	**32,894.7**	**1.5255**	**84**

ALASKA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Anchorage						
6025	*National banks, federal reserve system*	*2*	*2*	*229.3*	*.1662*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*76.9*	*.0425*	*100*
Fairbanks North Star	**All mfg.**	**1**	**1**	**306.5**	**.0142**	**100**
Kenai Peninsula	**All mfg.**	**2**	**2**	**289.3**	**.0134**	**100**
STATE TOTAL	**All mfg.**	**3**	**3**	**595.8**	**.0276**	**100**

ARIZONA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Apache	**All mfg.**	**3**	**2**	**61.8**	**.0029**	**90**
Cochise	**All mfg.**	**14**	**4**	**71.8**	**.0033**	**55**
8062	*General medical & surgical hospitals*	*6*	*3*	*69.2*	*.0383*	*81*
Coconino	**All mfg.**	**16**	**7**	**350.1**	**.0162**	**88**
3357	Nonferrous-wire drawing & insulating	2	2	66.4	.9440	100
7011	*Hotels, motels, & tourist courts*	*15*	*4*	*43.5*	*.1400*	*66*
Gila	**All mfg.**	**6**	**3**	**1,683.1**	**.0781**	**99**
1021	*Copper-ore mining*	*3*	*3*	*257.6*	*11.8306*	*100*
3331	Primary copper	3	3	1,665.1	24.0389	100
Graham	**All mfg.**	**3**		**8.8**	**.0004**	**0**
Greenlee	**All mfg.**	**1**	**1**	**430.0**	**.0199**	**100**
3331	Primary copper	1	1	430.0	6.2079	100
La Paz	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Maricopa	**All mfg.**	**604**	**168**	**10,664.7**	**.4946**	**83**
1611	*Highway & street construction*	*12*	*3*	*190.4*	*1.1009*	*75*
2711	Newspapers	10	5	253.1	1.1450	94
2752	Lithographic commercial printing	19	6	138.8	1.0739	71
2844	Toilet preparations	3	2	94.4	.7664	93
2951	Paving mixtures & blocks	6	2	682.5	7.8593	93
3069	Fabricated rubber products n.e.c.	4	1	87.2	1.6205	95
3079	Miscellaneous plastics products	26	4	91.0	.3820	50
3273	Ready-mixed concrete	8	5	134.1	1.5930	89
3357	Nonferrous-wire drawing & insulating	3	2	366.6	5.2118	99
3441	Fabricated structural metal	11	3	293.6	1.4102	80
3444	Sheet-metal work	16	3	125.2	1.0565	50
3573	Electronic computing equipment	16	6	1,188.7	2.3021	96
3585	Refrigeration & heating equipment	4	4	130.7	.8401	100
3662	Radio & TV communication equipment	10	5	997.3	2.9548	98
3674	Semiconductors & related devices	13	8	931.9	8.5194	98
3679	Electronic components n.e.c.	18	5	112.3	.5741	63
3713	Truck & bus bodies	2	1	60.4	.6593	96
3724	Aircraft engines & engine parts	4	3	365.1	4.0614	99
3728	Aircraft equipment n.e.c.	13	7	370.8	3.0739	95
3851	Ophthalmic goods	4	2	70.1	7.6570	98
4911	*Electric services*	*3*	*1*	*514.3*	*.4702*	*96*
4931	*Electric & other services combined*	*1*	*1*	*809.8*	*2.7381*	*100*
6025	*National banks, federal reserve system*	*4*	*2*	*1,139.4*	*.8256*	*56*
7011	*Hotels, motels, & tourist courts*	*90*	*29*	*450.1*	*1.4488*	*81*
8062	*General medical & surgical hospitals*	*24*	*24*	*1,233.3*	*.6823*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*75.6*	*.2832*	*96*
Mohave	**All mfg.**	**11**	**5**	**317.5**	**.0147**	**92**
Navajo	**All mfg.**	**6**	**2**	**97.2**	**.0045**	**90**
Pima	**All mfg.**	**123**	**27**	**1,946.0**	**.0902**	**82**
1021	*Copper-ore mining*	*9*	*8*	*725.1*	*33.3012*	*99*
3446	Architectural & ornamental metal work	2	1	89.0	6.2588	98
3674	Semiconductors & related devices	1	1	94.5	.8639	100
3679	Electronic components n.e.c.	8	3	120.3	.6150	90
3761	Guided missiles & space vehicles	1	1	798.5	6.0449	100
4911	*Electric services*	*7*	*3*	*484.9*	*.4433*	*89*
7011	*Hotels, motels, & tourist courts*	*34*	*11*	*124.7*	*.4014*	*68*
8062	*General medical & surgical hospitals*	*11*	*10*	*521.9*	*.2887*	*99*
Pinal	**All mfg.**	**20**	**8**	**713.9**	**.0331**	**94**
1021	*Copper-ore mining*	*3*	*3*	*64.0*	*2.9393*	*100*
3331	Primary copper	1	1	434.7	6.2757	100
Santa Cruz	**All mfg.**	**9**	**5**	**69.4**	**.0032**	**87**
Yavapai	**All mfg.**	**17**	**6**	**167.5**	**.0078**	**82**
8062	*General medical & surgical hospitals*	*3*	*3*	*55.1*	*.0305*	*100*
Yuma	**All mfg.**	**11**	**1**	**59.7**	**.0028**	**14**
STATE TOTAL	**All mfg.**	**846**	**239**	**16,645.5**	**.7720**	**85**

ARKANSAS

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Arkansas	**All mfg.**	**18**	**3**	**250.8**	**.0116**	**58**
2044	Rice milling	4	2	151.7	11.1989	76
Ashley	**All mfg.**	**20**	**8**	**652.0**	**.0302**	**91**
2621	Paper mills, except building paper	1	1	417.7	2.0785	100
Baxter	**All mfg.**	**9**	**6**	**228.0**	**.0106**	**94**
2834	Pharmaceutical preparations	1	1	152.8	.7160	100
Benton	**All mfg.**	**51**	**25**	**774.4**	**.0359**	**80**
2016	Poultry-dressing plants	3	2	81.5	1.2035	91
2017	Poultry & egg processing	2	2	84.9	2.1251	100
3621	Motors & generators	2	2	107.4	1.3785	100
Boone	**All mfg.**	**20**	**8**	**188.8**	**.0088**	**71**
Bradley	**All mfg.**	**6**	**5**	**87.7**	[illegible]	**96**
Calhoun	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Carroll	**All mfg.**	**9**	**3**	**245.4**	**.0114**	**94**
2013	Sausages & other prepared meats	1	1	135.8	.9712	100
Chicot	**All mfg.**	**6**	**3**	**36.7**	**.0017**	**66**
Clark	**All mfg.**	**10**	**3**	**50.5**	**.0023**	**62**
Clay	**All mfg.**	**12**	**8**	**132.4**	**.0061**	**85**
Cleburne	**All mfg.**	**8**	**2**	**92.0**	**.0043**	**80**
Cleveland	**All mfg.**	**3**		**18.7**	**.0009**	**0**
Columbia	**All mfg.**	**18**	**7**	**173.1**	**.0080**	**85**
Conway	**All mfg.**	**11**	**5**	**221.4**	**.0103**	**85**
Craighead	**All mfg.**	**33**	**18**	**484.9**	**.0225**	**91**
Crawford	**All mfg.**	**18**	**5**	**203.5**	**.0094**	**65**
Crittenden	**All mfg.**	**26**	**7**	**256.2**	**.0119**	**63**
Cross	**All mfg.**	**5**	**3**	**130.2**	**.0060**	**96**
3585	Refrigeration & heating equipment	1	1	95.9	.6164	100
Dallas	**All mfg.**	**13**	**6**	**154.3**	**.0072**	**80**
Desha	**All mfg.**	**7**	**5**	**74.1**	**.0034**	**85**
Drew	**All mfg.**	**11**	**6**	**172.6**	**.0080**	**85**
Faulkner	**All mfg.**	**21**	**12**	**487.0**	**.0226**	**93**
2531	Public-building & related furniture	1	1	117.2	7.2601	100
Franklin	**All mfg.**	**10**	**3**	**109.1**	**.0051**	**78**
Fulton	**All mfg.**	**1**	**1**	**11.5**	**.0005**	**100**
Garland	**All mfg.**	**33**	**10**	**402.3**	**.0187**	**63**
3143	Men's nonathletic footwear	1	1	76.0	2.9423	100
Grant	**All mfg.**	**7**	**3**	**29.1**	**.0013**	**69**
Greene	**All mfg.**	**13**	**9**	**338.2**	**.0157**	**96**
3621	Motors & generators	1	1	98.1	1.2591	100
Hempstead	**All mfg.**	**14**	**4**	**209.6**	**.0097**	**79**
Hot Spring	**All mfg.**	**17**	**8**	**224.8**	**.0104**	**87**
3624	Carbon & graphite products	1	1	76.8	5.3101	100
Howard	**All mfg.**	**11**	**8**	**301.8**	**.0140**	**95**
2421	General sawmills & planing mills	1	1	122.2	1.2046	100
Independence	**All mfg.**	**21**	**10**	**391.5**	**.0182**	**86**

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ARKANSAS (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Izard	**All mfg.**	7	3	69.9	.0032	81
Jackson	**All mfg.**	9	5	183.7	.0085	96
Jefferson	**All mfg.**	40	19	566.2	.0263	86
2631	Paperboard mills	1	1	151.5	1.8684	100
Johnson	**All mfg.**	14	4	148.2	.0069	76
2016	Poultry-dressing plants	1	1	63.9	.9436	100
Lafayette	**All mfg.**	4	2	41.4	.0019	71
Lawrence	**All mfg.**	11	5	126.9	.0059	74
3546	Power-driven hand tools	1	1	71.9	5.5611	100
Lee	**All mfg.**	3	2	31.2	.0014	76
Lincoln	**All mfg.**	4	2	35.5	.0016	88
Little River	**All mfg.**	6	5	405.6	.0188	99
2611	Pulp mills	1	1	186.0	3.9670	100
2621	Paper mills, except building paper	1	1	153.8	.7653	100
Logan	**All mfg.**	13	7	109.3	.0051	60
Lonoke	**All mfg.**	12	7	234.3	.0109	82
3482	Small-arms ammunition	1	1	106.4	6.4606	100
Madison	**All mfg.**	4	3	31.8	.0015	97
Marion	**All mfg.**	3	1	29.4	.0014	81
Miller	**All mfg.**	9	5	335.7	.0156	96
3011	Tires & inner tubes	1	1	185.2	2.5452	100
Mississippi	**All mfg.**	36	18	600.6	.0279	78
2771	Greeting-card publishing	1	1	153.0	6.3848	100
Monroe	**All mfg.**	4	1	12.2	.0006	46
Montgomery	**All mfg.**	2	1	13.9	.0006	92
Nevada	**All mfg.**	4	2	39.3	.0018	78
Ouachita	**All mfg.**	25	12	498.6	.0231	91
3761	Guided missiles & space vehicles	1	1	194.0	1.4687	100
Perry	**All mfg.**	2	1	15.7	.0007	57
Phillips	**All mfg.**	16	4	239.0	.0111	48
Pike	**All mfg.**	2	1	7.8	.0004	77
Poinsett	**All mfg.**	13	8	168.1	.0078	83
Polk	**All mfg.**	12	4	119.9	.0056	83
Pope	**All mfg.**	21	11	346.8	.0161	73
4912	*Nuclear power*	*2*	*2*	*638.6*	*2.2707*	*100*
Prairie	**All mfg.**	4	1	15.6	.0007	59
Pulaski	**All mfg.**	187	68	2,609.0	.1210	79
2844	Toilet preparations	1	1	236.4	1.9192	100
3661	Telephone & telegraph apparatus	1	1	211.8	1.1129	100
3873	Watches, clocks, & watchcases	2	2	200.4	10.9020	100
4911	*Electric services*	*2*	*1*	*694.5*	*.6350*	*98*
6025	*National banks, federal reserve system*	*6*	*3*	*137.6*	*.0997*	*83*
7011	*Hotels, motels, & tourist courts*	*22*	*5*	*66.6*	*.2144*	*69*
8062	*General medical & surgical hospitals*	*13*	*13*	*550.7*	*.3047*	*100*
Randolph	**All mfg.**	11	6	175.4	.0081	88
St. Francis	**All mfg.**	11	6	390.9	.0181	95
3651	Radio & TV receiving sets	1	1	263.3	3.5938	100
Saline	**All mfg.**	14	6	263.7	.0122	87
2819	Industrial inorganic chemicals n.e.c.	3	1	147.0	.8629	96
Scott	**All mfg.**	5	2	96.1	.0045	92
2017	Poultry & egg processing	1	1	79.2	1.9824	100
Searcy	**All mfg.**	4	1	21.5	.0010	61
Sebastian	**All mfg.**	104	48	2,387.4	.1107	90
2511	Wood household furniture	5	5	62.4	.8616	100
2512	Upholstered wood household furniture	5	3	105.9	2.1045	94
3585	Refrigeration & heating equipment	3	3	461.6	2.9670	100
3632	Household refrigerators & freezers	1	1	426.0	17.8504	100
8062	*General medical & surgical hospitals*	*1*	*1*	*93.5*	*.0517*	*100*
Sevier	**All mfg.**	2	2	135.9	.0063	100
Sharp	**All mfg.**	1		1.8	.0001	0
Stone	**All mfg.**	3	1	17.7	.0008	65
Union	**All mfg.**	31	10	454.6	.0211	61
Van Buren	**All mfg.**	5	3	39.5	.0018	89
Washington	**All mfg.**	46	18	810.0	.0376	82
2016	Poultry-dressing plants	3	3	180.4	2.6639	100
2038	Frozen food specialties	1	1	133.7	3.1230	100
8062	*General medical & surgical hospitals*	*4*	*4*	*85.5*	*.0473*	*100*
White	**All mfg.**	22	13	383.6	.0178	84
Woodruff	**All mfg.**	5	3	86.2	.0040	80
Yell	**All mfg.**	7	3	170.3	.0079	86
2016	Poultry-dressing plants	1	1	79.8	1.1784	100
STATE TOTAL	**All mfg.**	1,201	529	19,604.4	.9092	83

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CALIFORNIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Alameda	**All mfg.**	546	170	7,803.0	.3619	74
1611	*Highway & street construction*	*5*	*3*	*99.9*	*.5776*	*96*
2033	Canned fruits & vegetables	3	2	199.1	1.3174	97
2051	Bread, cake, & related products	9	6	128.7	.8080	91
2052	Cookies & crackers	4	2	143.3	3.1122	92
2653	Corrugated & solid fiber boxes	12	6	141.5	1.3465	83
2711	Newspapers	6	3	83.9	.3796	91
3221	Glass containers	4	4	178.7	4.1775	100
3411	Metal cans	9	9	557.9	5.0823	100
3573	Electronic computing equipment	10	5	618.8	1.1984	97
3679	Electronic components n.e.c.	7	3	66.4	.3395	90
3713	Truck & bus bodies	5	3	224.1	2.4460	97
5084	*Industrial-machinery distributors*	*24*	*2*	*148.1*	*.8699*	*34*
7011	*Hotels, motels, & tourist courts*	*25*	*4*	*50.9*	*.1638*	*44*
8062	*General medical & surgical hospitals*	*21*	*20*	*996.4*	*.5513*	*99*
8221	*Colleges & universities n.e.c.*	*5*	*4*	*304.1*	*1.1393*	*99*
Amador	**All mfg.**	4	1	92.4	.0043	86
Butte	**All mfg.**	29	12	429.7	.0199	79
8062	*General medical & surgical hospitals*	*5*	*4*	*170.3*	*.0942*	*98*
Calaveras	**All mfg.**	3	1	47.7	.0022	84
Colusa	**All mfg.**	2	1	18.9	.0009	83
Contra Costa	**All mfg.**	193	82	10,562.5	.4899	94
1311	*Crude petroleum & natural gas*	*1*	*1*	*99.2*	*.2760*	*100*
2062	Cane-sugar refining	1	1	474.4	15.8944	100
2819	Industrial inorganic chemicals n.e.c.	10	4	279.8	1.6424	86
2911	Petroleum refining	7	7	7,085.6	5.0539	100
3679	Electronic components n.e.c.	7	4	157.8	.8067	88
4911	*Electric services*	*6*	*2*	*846.9*	*.7743*	*94*
4912	*Nuclear power*	*1*	*1*	*988.3*	*3.5141*	*100*
7011	*Hotels, motels, & tourist courts*	*8*	*3*	*36.6*	*.1178*	*85*
8062	*General medical & surgical hospitals*	*13*	*10*	*403.9*	*.2235*	*96*
Del Norte	**All mfg.**	8	4	84.6	.0039	75
El Dorado	**All mfg.**	4	1	25.9	.0012	64
7011	*Hotels, motels, & tourist courts*	*13*	*5*	*38.9*	*.1252*	*78*
Fresno	**All mfg.**	136	47	1,894.5	.0879	70
2034	Dehydrated fruits, vegetables, & soups	10	7	280.7	11.2491	95
8062	*General medical & surgical hospitals*	*13*	*9*	*378.3*	*.2093*	*96*
Glenn	**All mfg.**	6	4	117.6	.0055	95
Humboldt	**All mfg.**	28	12	382.3	.0177	83
2421	General sawmills & planing mills	8	5	121.8	1.2006	94
8062	*General medical & surgical hospitals*	*4*	*4*	*61.7*	*.0341*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*67.8*	*.2540*	*100*
Imperial	**All mfg.**	8	3	125.4	.0058	60
Inyo	**All mfg.**	2	1	23.3	.0011	86
Kern	**All mfg.**	85	21	1,899.2	.0881	80
1311	*Crude petroleum & natural gas*	*27*	*4*	*1,101.5*	*3.0652*	*70*
1381	*Oil- & gas-well drilling services*	*10*	*4*	*92.7*	*2.5558*	*80*
8062	*General medical & surgical hospitals*	*10*	*8*	*269.4*	*.1490*	*97*
Kings	**All mfg.**	16	4	463.0	.0215	87
Lake	**All mfg.**	1	1	26.3	.0012	100
Lassen	**All mfg.**	4		34.7	.0016	0
Los Angeles	**All mfg.**	4,475	1,467	75,739.8	3.5126	83
1311	*Crude petroleum & natural gas*	*49*	*6*	*1,124.3*	*3.1286*	*36*
1611	*Highway & street construction*	*16*	*5*	*150.7*	*.8714*	*70*
1622	*Bridge & tunnel construction*	*7*	*2*	*258.8*	*3.8313*	*86*
1623	*Pipe- & utility-line construction*	*17*	*2*	*110.3*	*1.8569*	*52*
1629	*Heavy construction n.e.c.*	*33*	*13*	*1,719.4*	*6.5149*	*93*
2011	Meat-packing plants	21	11	1,368.3	3.0640	86
2026	Fluid milk	9	7	702.9	3.5697	97
2051	Bread, cake, & related products	22	15	643.2	4.0383	94
2082	Malt beverages	3	3	684.5	6.0739	100
2086	Bottled & canned soft drinks	12	5	421.2	2.2184	83
2091	Canned & cured seafoods	2	2	125.8	6.9220	100
2095	Roasted coffee	5	3	515.1	6.2971	90
2099	Food preparations n.e.c.	21	14	548.7	4.6875	94
2253	Knit-outerwear mills	13	3	77.8	2.0539	60
2293	Paddings & upholstery filling	8	6	64.0	20.8401	91
2321	Men's & boys' shirts & nightwear	16	7	75.2	2.0974	82
2327	Men's & boys' separate trousers	5	3	67.0	2.6043	97
2329	Men's & boys' clothing n.e.c.	8	3	40.1	2.2609	83
2331	Women's & misses' blouses	20	8	139.0	3.8319	72
2335	Women's & misses' dresses	28	7	90.0	2.5728	60
2337	Women's & misses' suits & coats	18	6	202.1	5.6013	67
2339	Women's & misses' outerwear n.e.c.	37	20	147.2	4.8017	80
2341	Women's & children's underwear	9	6	54.7	2.0768	85
2342	Brassieres, girdles, & allied garments	7	4	156.8	17.2554	95
2391	Curtains & draperies	13	3	44.5	4.6475	57
2392	House furnishings n.e.c.	13	4	59.1	3.0590	63
2399	Fabricated textile products n.e.c.	16	3	70.9	4.0165	53
2499	Wood products n.e.c.	18	6	127.6	2.8392	78
2511	Wood household furniture	38	14	237.6	3.2806	74
2512	Upholstered wood household furniture	36	17	259.6	5.1589	79
2514	Metal household furniture	13	7	191.4	8.3359	89
2515	Mattresses & bedsprings	22	7	238.8	7.7922	70
2521	Wood office furniture	10	4	126.3	5.3841	88
2522	Metal office furniture	12	7	167.0	4.9685	84

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County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2591	Drapery hardware & blinds & shades	6	3	141.4	10.7635	91
2621	Paper mills, except building paper	7	5	183.7	.9141	95
2641	Paper coating & glazing	6	1	127.1	2.1897	73
2642	Envelopes	14	6	91.0	4.5256	70
2643	Bags, except textile bags	16	6	216.5	4.1743	67
2651	Folding paperboard boxes	10	6	119.9	2.7425	86
2653	Corrugated & solid fiber boxes	27	14	377.9	3.5961	82
2654	Sanitary food containers	4	4	127.2	5.0166	100
2711	Newspapers	44	19	644.9	2.9176	90
2721	Periodicals	35	7	315.8	2.5829	57
2741	Miscellaneous publishing	11	6	83.0	2.6118	79
2751	Letterpress commercial printing	58	7	145.3	1.5529	28
2752	Lithographic commercial printing	70	13	422.4	3.2682	55
2753	Engraving & plate printing	16	4	113.0	11.0741	68
2782	Blankbooks & looseleaf binders	12	6	92.2	4.8665	78
2819	Industrial inorganic chemicals n.e.c.	16	4	420.1	2.4659	72
2821	Plastics materials & synthetic resins	17	5	416.9	1.9568	52
2833	Medicinals & botanicals	8	2	196.8	5.3191	78
2834	Pharmaceutical preparations	22	10	315.7	1.4793	72
2841	Soap & other detergents	13	4	288.1	3.3322	71
2842	Polishes & sanitation goods	30	6	352.9	4.7889	55
2844	Toilet preparations	22	5	411.5	3.3407	62
2851	Paints & allied products	58	14	723.5	6.4649	60
2869	Industrial organic chemicals n.e.c.	12	6	392.4	1.2303	77
2891	Adhesives & sealants	18	6	326.1	6.7545	77
2899	Chemical preparations n.e.c.	40	5	397.6	3.7353	30
2911	Petroleum refining	16	11	7,418.9	5.2916	96
2951	Paving mixtures & blocks	7	2	257.4	2.9641	87
3069	Fabricated rubber products n.e.c.	45	13	231.9	4.3096	72
3079	Miscellaneous plastics products	172	47	807.9	3.3911	64
3144	Women's nonathletic footwear	10	8	110.9	5.4647	97
3221	Glass containers	8	8	312.0	7.2936	100
3231	Products of purchased glass	13	4	94.2	3.9692	62
3272	Concrete products n.e.c.	10	4	74.1	1.7601	80
3273	Ready-mixed concrete	23	4	213.7	2.5386	64
3293	Gaskets, packing, & sealing devices	12	4	97.6	4.7439	71
3312	Blast furnaces & steel mills	11	6	233.4	.7887	88
3317	Steel pipe & tubes	9	3	227.1	3.4789	77
3321	Gray-iron foundries	19	10	213.5	2.2390	80
3324	Steel-investment foundries	7	4	115.0	8.5445	90
3325	Steel foundries n.e.c.	9	4	182.3	3.5238	85
3354	Aluminum extruded products	9	6	110.6	4.4421	89
3355	Aluminum rolling & drawing n.e.c.	7	4	357.4	26.4369	86
3361	Aluminum foundries	27	6	134.9	4.4875	53
3369	Nonferrous foundries n.e.c.	25	9	115.3	6.4899	68
3411	Metal cans	6	6	396.6	3.6129	100
3429	Hardware n.e.c.	51	19	683.5	7.5348	78
3432	Plumbing fittings & brass goods	9	6	206.8	10.3091	94
3441	Fabricated structural metal	25	6	355.3	1.7066	56
3442	Metal doors, sash, & trim	30	6	212.6	2.8550	45
3443	Fabricated plate work (boiler shops)	28	4	277.8	2.0441	48
3444	Sheet-metal work	54	12	405.4	3.4209	52
3452	Bolts, nuts, rivets, & washers	32	12	335.6	8.6862	84
3462	Iron & steel forgings	8	4	150.8	2.8360	82
3463	Nonferrous forgings	2	1	346.5	22.4098	98
3469	Metal stampings n.e.c.	32	2	122.4	1.0481	19
3471	Plating & polishing	89	14	266.0	10.9155	52
3479	Metal coating & allied services n.e.c.	44	8	198.2	4.9247	43
3483	Ammunition, except small-arms, n.e.c.	5	4	59.1	4.0130	100
3494	Valves & pipe fittings	27	11	402.9	3.5534	84
3496	Miscellaneous fabricated wire products	20	4	89.1	1.9837	45
3499	Fabricated metal products n.e.c.	27	9	300.3	3.4009	69
3531	Construction machinery	15	4	180.4	1.4904	63
3533	Oil-field machinery	17	6	266.4	2.9096	62
3541	Metal-cutting machine tools	14	3	77.4	1.7761	59
3544	Special dies, tools, jigs, & fixtures	55	9	139.4	2.4235	44
3545	Machine-tool accessories	22	2	157.6	4.7879	78
3551	Food-products machinery	18	6	78.6	2.9316	67
3559	Special-industry machinery n.e.c.	27	4	206.9	2.3102	62
3561	Pumps & pumping equipment	30	12	439.5	6.5733	82
3564	Blowers & exhaust & ventilation fans	17	4	52.8	2.3134	44
3569	General industrial machinery n.e.c.	32	10	267.0	4.7063	73
3573	Electronic computing equipment	94	48	3,729.3	7.2225	90
3585	Refrigeration & heating equipment	29	6	254.8	1.6378	64
3589	Service-industry machinery n.e.c.	13	5	100.4	3.2792	70
3599	Machinery, except electrical, n.e.c.	187	17	622.3	5.4374	33
3613	Switchgear & switchboard apparatus	20	8	137.1	2.7449	77
3621	Motors & generators	12	7	96.7	1.2412	76
3622	Industrial controls	18	7	142.7	2.7260	75
3623	Electric welding apparatus	10	3	240.9	9.9888	83
3639	Household appliances n.e.c.	8	5	175.6	8.7004	89
3643	Current-carrying wiring devices	25	8	101.5	3.7301	62
3644	Non-current-carrying wiring devices	9	6	149.6	4.8822	90
3645	Residential electric lighting fixtures	20	3	79.5	6.0864	37
3646	Commercial electric lighting fixtures	11	5	132.3	7.2521	81
3648	Lighting equipment n.e.c.	13	7	197.3	10.4863	86
3651	Radio & TV receiving sets	26	15	511.0	6.9747	88
3652	Phonograph records & pre-recorded tape	11	8	557.5	17.7052	95
3661	Telephone & telegraph apparatus	8	6	182.7	.9600	95
3662	Radio & TV communication equipment	63	28	2,348.0	6.9567	95
3671	Electron tubes	3	2	67.8	3.9859	97
3674	Semiconductors & related devices	19	11	221.5	2.0250	92
3677	Electronic coils & transformers	13	7	96.2	7.5868	65
3678	Electronic connectors	12	7	228.9	10.0686	93
3679	Electronic components n.e.c.	93	40	732.5	3.7447	81
3693	X-ray apparatus & tubes	7	5	188.2	3.5512	88
3711	Motor vehicles & passenger-car bodies	5	3	1,518.6	1.5829	98
3713	Truck & bus bodies	14	3	100.4	1.0958	70
3714	Motor-vehicle parts & accessories	60	23	911.6	2.3841	82
3715	Truck trailers	6	2	87.6	4.3403	83
3721	Aircraft	8	7	10,313.4	35.6602	100
3724	Aircraft engines & engine parts	5	2	141.5	1.5741	88
3728	Aircraft equipment n.e.c.	127	48	1,653.5	13.7073	82
3731	Ship building & repairing	7	4	139.3	1.7728	96
3761	Guided missiles & space vehicles	6	6	2,279.9	17.2597	100
3764	Space-propulsion units & parts	3	3	843.0	36.4998	100
3769	Space-vehicle equipment n.e.c.	5	5	130.0	3.2454	100
3792	Travel trailers & campers	12	7	91.2	5.8729	90
3811	Engineering & scientific instruments	30	10	269.5	6.9323	86
3822	Environmental controls	10	6	130.8	7.5813	95
3823	Industrial process-control instruments	12	7	109.2	2.7364	90
3824	Fluid meters & counting devices	3	2	61.9	4.6067	92
3825	Electricity-measuring instruments	16	6	283.4	5.0881	87
3829	Measuring & controlling devices n.e.c.	23	11	193.4	7.2636	81
3832	Optical instruments & lenses	17	6	227.4	5.1535	79
3841	Surgical & medical instruments	11	2	68.4	1.3516	72
3842	Surgical appliances & supplies	16	3	123.5	1.8534	58
3843	Dental equipment & supplies	6	3	243.7	16.1145	95
3861	Photographic equipment & supplies	29	8	309.5	2.7257	60
3944	Games, toys, & children's vehicles	8	6	885.3	12.3856	98
3949	Sporting & athletic goods n.e.c.	16	7	145.1	3.5714	79
3951	Pens & mechanical pencils	3	2	124.3	12.0680	99
3993	Signs & advertising displays	27	6	124.1	5.2365	56
3999	Manufactures n.e.c.	30	6	252.0	6.1088	71
4011	*Line-haul-operating railroads*	*3*	*2*	*1,213.8*	*4.9063*	*100*
4911	*Electric services*	*16*	*9*	*3,522.0*	*3.2201*	*96*
4923	*Gas transmission & distribution*	*4*	*3*	*7,704.5*	*30.8694*	*100*
5051	*Metals service centers & sales offices*	*63*	*9*	*1,566.9*	*5.1467*	*47*
5063	*Electrical-power-equipment wholesalers*	*65*	*2*	*368.1*	*2.9185*	*9*
5065	*Electronic-parts wholesalers*	*33*	*9*	*825.0*	*8.4581*	*77*
5081	*Commercial-equipment wholesalers*	*38*	*7*	*587.6*	*9.6576*	*90*
5084	*Industrial-machinery distributors*	*90*	*7*	*539.0*	*3.1658*	*32*
5085	*Industrial-supply distributors*	*103*	*7*	*727.9*	*3.6708*	*30*
6025	*National banks, federal reserve system*	*15*	*6*	*4,695.2*	*3.4022*	*98*
7011	*Hotels, motels, & tourist courts*	*145*	*75*	*1,096.8*	*3.5303*	*91*
7372	*Computer programming & software*	*61*	*16*	*564.1*	*4.9357*	*76*
7374	*Data-processing services*	*45*	*20*	*665.6*	*8.2816*	*92*
8062	*General medical & surgical hospitals*	*163*	*142*	*7,022.7*	*3.8854*	*99*
8221	*Colleges & universities n.e.c.*	*32*	*17*	*630.8*	*2.3633*	*97*
Madera	**All mfg.**	**16**	**7**	**349.2**	**.0162**	**83**
Marin	**All mfg.**	**31**	**9**	**388.8**	**.0180**	**80**
8062	*General medical & surgical hospitals*	*6*	*4*	*117.9*	*.0652*	*93*
Mariposa	**All mfg.**	**1**		**2.5**	**.0001**	**0**
7011	*Hotels, motels, & tourist courts*	*3*	*2*	*66.5*	*.2140*	*98*
Mendocino	**All mfg.**	**19**	**6**	**202.8**	**.0094**	**64**
2421	General sawmills & planing mills	7	3	97.0	.9562	81
Merced	**All mfg.**	**28**	**12**	**1,177.6**	**.0546**	**92**
2016	Poultry-dressing plants	1	1	545.8	8.0598	100
2033	Canned fruits & vegetables	4	4	131.9	.8727	100
2037	Frozen fruits & vegetables	1	1	155.6	2.0738	100
Modoc	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Monterey	**All mfg.**	**51**	**21**	**949.0**	**.0440**	**74**
2037	Frozen fruits & vegetables	5	3	195.2	2.6015	97
4911	*Electric services*	*1*	*1*	*521.7*	*.4770*	*100*
7011	*Hotels, motels, & tourist courts*	*20*	*9*	*102.9*	*.3312*	*89*
8062	*General medical & surgical hospitals*	*7*	*6*	*156.6*	*.0866*	*98*
Napa	**All mfg.**	**32**	**6**	**414.0**	**.0192**	**51**
8062	*General medical & surgical hospitals*	*3*	*3*	*193.8*	*.1072*	*100*
Nevada	**All mfg.**	**9**	**1**	**257.1**	**.0119**	**85**
Orange	**All mfg.**	**911**	**340**	**17,071.0**	**.7917**	**86**
1629	*Heavy construction n.e.c.*	*4*	*2*	*317.7*	*1.2038*	*96*
2079	Shortening & cooking oils n.e.c.	2	2	807.7	15.9231	100
2451	Mobile homes	3	3	46.8	.9591	100
2711	Newspapers	9	5	495.7	2.2426	98
2741	Miscellaneous publishing	9	5	115.6	3.6376	74
2834	Pharmaceutical preparations	12	7	508.8	2.3842	94
3069	Fabricated rubber products n.e.c.	7	2	74.1	1.3771	88
3079	Miscellaneous plastics products	66	27	429.4	1.8024	77
3429	Hardware n.e.c.	11	3	203.0	2.2378	74
3452	Bolts, nuts, rivets, & washers	4	3	133.7	3.4605	98
3469	Metal stampings n.e.c.	11	5	119.2	1.0207	88
3489	Ordnance & accessories n.e.c.	1	1	242.1	12.2365	100
3494	Valves & pipe fittings	7	3	124.9	1.1016	85
3533	Oil-field machinery	4	3	206.3	2.2532	86
3561	Pumps & pumping equipment	6	4	107.7	1.6108	89

1986 S&MM Est.

County SIC	Industry	Establishments		Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
		Total	Large			
CALIFORNIA (Orange, cont.)						
3573	Electronic computing equipment	67	39	2,535.8	4.9110	93
3599	Machinery, except electrical, n.e.c.	33	4	101.8	.8895	31
3622	Industrial controls	7	2	107.2	2.0478	76
3651	Radio & TV receiving sets	6	4	157.8	2.1538	92
3662	Radio & TV communication equipment	24	6	1,342.6	3.9779	94
3674	Semiconductors & related devices	14	7	309.2	2.8267	95
3678	Electronic connectors	5	3	318.4	14.0055	98
3679	Electronic components n.e.c.	46	23	374.9	1.9166	82
3728	Aircraft equipment n.e.c.	22	13	1,484.5	12.3063	98
3761	Guided missiles & space vehicles	1	1	891.2	6.7467	100
3823	Industrial process-control instruments	11	3	89.8	2.2503	67
3841	Surgical & medical instruments	6	5	128.7	2.5432	99
3842	Surgical appliances & supplies	10	4	155.2	2.3291	88
3949	Sporting & athletic goods n.e.c.	7	3	73.3	1.8042	85
4912	*Nuclear power*	*1*	*1*	*739.3*	*2.6287*	*100*
7011	*Hotels, motels, & tourist courts*	*54*	*16*	*264.1*	*.8501*	*79*
7372	*Computer programming & software*	*32*	*5*	*146.1*	*1.2783*	*36*
7374	*Data-processing services*	*10*	*4*	*194.0*	*2.4138*	*30*
8062	*General medical & surgical hospitals*	*37*	*35*	*1,631.0*	*.9024*	*99*
8221	*Colleges & universities n.e.c.*	*5*	*4*	*71.1*	*.2664*	*99*
Placer	**All mfg.**	**16**	**8**	**434.7**	**.0202**	**92**
3573	Electronic computing equipment	1	1	207.5	.4019	100
8062	*General medical & surgical hospitals*	*2*	*2*	*84.2*	*.0466*	*100*
Plumas	**All mfg.**	**4**	**1**	**76.6**	**.0036**	**85**
Riverside	**All mfg.**	**141**	**57**	**1,910.9**	**.0886**	**77**
2711	Newspapers	8	3	122.9	.5560	88
3728	Aircraft equipment n.e.c.	1	1	193.3	1.6024	100
7011	*Hotels, motels, & tourist courts*	*32*	*7*	*94.2*	*.3032*	*64*
8062	*General medical & surgical hospitals*	*12*	*12*	*355.2*	*.1965*	*100*
Sacramento	**All mfg.**	**100**	**37**	**1,894.3**	**.0879**	**86**
2032	Canned food specialties	1	1	233.8	5.7924	100
2711	Newspapers	3	3	152.6	.6904	100
3764	Space-propulsion units & parts	1	1	144.1	6.2392	100
7011	*Hotels, motels, & tourist courts*	*18*	*5*	*63.9*	*.2057*	*61*
8062	*General medical & surgical hospitals*	*11*	*10*	*488.5*	*.2703*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*70.3*	*.2634*	*100*
San Benito	**All mfg.**	**10**	**4**	**195.8**	**.0091**	**74**
San Bernardino	**All mfg.**	**175**	**58**	**2,516.4**	**.1167**	**80**
3721	Aircraft	1	1	247.8	.8568	100
4911	*Electric services*	*6*	*3*	*293.6*	*.2684*	*79*
8062	*General medical & surgical hospitals*	*18*	*15*	*667.5*	*.3694*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*236.3*	*.8853*	*100*
San Diego	**All mfg.**	**461**	**183**	**7,639.9**	**.3543**	**84**
2711	Newspapers	14	6	190.4	.8614	88
2741	Miscellaneous publishing	8	4	70.6	2.2216	90
2869	Industrial organic chemicals n.e.c.	2	2	391.6	1.2278	100
3511	Turbines & turbine-generator set units	1	1	226.3	8.1094	100
3573	Electronic computing equipment	24	12	964.3	1.8675	94
3651	Radio & TV receiving sets	1	1	131.6	1.7962	100
3662	Radio & TV communication equipment	34	18	572.1	1.6950	91
3671	Electron tubes	1	1	83.8	4.9265	100
3674	Semiconductors & related devices	5	5	62.7	.5732	100
3679	Electronic components n.e.c.	28	13	356.6	1.8230	85
3724	Aircraft engines & engine parts	3	2	85.8	.9544	97
3728	Aircraft equipment n.e.c.	10	8	528.8	4.3837	98
3731	Ship building & repairing	7	6	74.7	.9507	94
3761	Guided missiles & space vehicles	1	1	711.4	5.3856	100
3811	Engineering & scientific instruments	7	4	71.4	1.8366	90
3825	Electricity-measuring instruments	8	5	149.5	2.6841	97
3841	Surgical & medical instruments	4	2	177.8	3.5135	96
3851	Ophthalmic goods	4	2	30.8	3.3643	94
4911	*Electric services*	*5*	*3*	*115.9*	*.1060*	*91*
4923	*Gas transmission & distribution*	*2*	*1*	*1,415.2*	*5.6702*	*99*
5081	*Commercial-equipment wholesalers*	*11*	*2*	*71.8*	*1.1801*	*79*
7011	*Hotels, motels, & tourist courts*	*68*	*28*	*459.7*	*1.4797*	*87*
7372	*Computer programming & software*	*20*	*7*	*163.5*	*1.4306*	*64*
7374	*Data-processing services*	*19*	*4*	*83.5*	*1.0389*	*53*
8062	*General medical & surgical hospitals*	*31*	*28*	*1,298.9*	*.7186*	*99*
San Francisco	**All mfg.**	**392**	**74**	**3,816.4**	**.1770**	**63**
1629	*Heavy construction n.e.c.*	*7*	*4*	*263.6*	*.9988*	*94*
2051	Bread, cake, & related products	12	2	89.7	.5632	55
2086	Bottled & canned soft drinks	4	3	145.8	.7679	98
2331	Women's & misses' blouses	2	2	123.9	3.4157	100
2711	Newspapers	20	6	309.6	1.4007	88
2752	Lithographic commercial printing	29	5	118.2	.9145	44
3429	Hardware n.e.c.	3	1	123.4	1.3603	95
3731	Ship building & repairing	9	5	106.1	1.3503	92
4923	*Gas transmission & distribution*	*1*	*1*	*1,469.1*	*5.8862*	*100*
5081	*Commercial-equipment wholesalers*	*15*	*4*	*53.3*	*.8760*	*53*
6025	*National banks, federal reserve system*	*6*	*6*	*6,911.4*	*5.0082*	*100*
7011	*Hotels, motels, & tourist courts*	*85*	*34*	*485.8*	*1.5637*	*83*
7374	*Data-processing services*	*18*	*6*	*79.6*	*.9904*	*76*
8062	*General medical & surgical hospitals*	*23*	*23*	*1,132.6*	*.6266*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*3*	*49.4*	*.1851*	*74*
San Joaquin	**All mfg.**	**126**	**55**	**2,694.5**	**.1250**	**85**
2033	Canned fruits & vegetables	8	8	799.8	5.2920	100
8062	*General medical & surgical hospitals*	*8*	*6*	*245.9*	*.1360*	*94*
San Luis Obispo	**All mfg.**	**26**	**7**	**354.1**	**.0164**	**76**
8062	*General medical & surgical hospitals*	*7*	*6*	*186.9*	*.1034*	*98*
San Mateo	**All mfg.**	**231**	**59**	**2,719.5**	**.1261**	**71**
2851	Paints & allied products	6	3	138.8	1.2403	86
3662	Radio & TV communication equipment	5	2	111.7	.3309	90
3671	Electron tubes	1	1	57.9	3.4039	100
3825	Electricity-measuring instruments	3	3	55.4	.9946	100
7011	*Hotels, motels, & tourist courts*	*21*	*6*	*76.9*	*.2475*	*66*
8062	*General medical & surgical hospitals*	*9*	*8*	*316.3*	*.1750*	*99*
Santa Barbara	**All mfg.**	**105**	**43**	**1,787.6**	**.0829**	**82**
2899	Chemical preparations n.e.c.	1	1	235.1	2.2087	100
3662	Radio & TV communication equipment	10	4	332.7	.9857	91
3679	Electronic components n.e.c.	8	6	124.2	.6349	94
3721	Aircraft	1	1	123.4	.4267	100
7011	*Hotels, motels, & tourist courts*	*21*	*5*	*43.0*	*.1384*	*44*
8062	*General medical & surgical hospitals*	*10*	*9*	*221.3*	*.1224*	*98*
Santa Clara	**All mfg.**	**806**	**380**	**30,498.5**	**1.4144**	**93**
2033	Canned fruits & vegetables	14	13	983.7	6.5088	100
2034	Dehydrated fruits, vegetables, & soups	5	3	385.5	15.4490	97
2084	Wines, brandy, & brandy spirits	12	3	485.6	16.2392	81
2711	Newspapers	10	6	120.6	.5456	93
2834	Pharmaceutical preparations	3	3	276.1	1.2938	100
3489	Ordnance & accessories n.e.c.	1	1	320.6	16.2042	100
3559	Special-industry machinery n.e.c.	8	4	213.8	2.3872	87
3573	Electronic computing equipment	117	78	8,866.9	17.1723	96
3599	Machinery, except electrical, n.e.c.	26	3	121.8	1.0642	40
3661	Telephone & telegraph apparatus	8	5	1,925.4	10.1169	99
3662	Radio & TV communication equipment	51	25	1,405.8	4.1651	90
3671	Electron tubes	3	3	89.6	5.2675	100
3674	Semiconductors & related devices	53	37	3,248.2	29.6951	99
3679	Electronic components n.e.c.	106	59	2,337.2	11.9483	92
3711	Motor vehicles & passenger-car bodies	1	1	349.1	.3639	100
3724	Aircraft engines & engine parts	1	1	63.0	.7008	100
3728	Aircraft equipment n.e.c.	2	1	95.5	.7917	98
3761	Guided missiles & space vehicles	1	1	3,910.3	29.6024	100
3811	Engineering & scientific instruments	22	13	418.5	10.7650	96
3823	Industrial process-control instruments	10	5	70.4	1.7641	78
3825	Electricity-measuring instruments	26	17	855.8	15.3647	97
3832	Optical instruments & lenses	13	5	336.1	7.6170	83
3841	Surgical & medical instruments	12	6	108.4	2.1421	81
3861	Photographic equipment & supplies	9	5	172.5	1.5192	88
5065	*Electronic-parts wholesalers*	*25*	*8*	*895.0*	*9.1757*	*87*
5081	*Commercial-equipment wholesalers*	*19*	*9*	*611.4*	*10.0488*	*95*
7011	*Hotels, motels, & tourist courts*	*28*	*8*	*139.3*	*.4484*	*77*
7372	*Computer programming & software*	*58*	*25*	*792.1*	*6.9307*	*90*
7374	*Data-processing services*	*11*	*5*	*184.2*	*2.2919*	*82*
8062	*General medical & surgical hospitals*	*13*	*13*	*954.1*	*.5279*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*2*	*82.9*	*.3106*	*93*
Santa Cruz	**All mfg.**	**50**	**21**	**1,443.3**	**.0669**	**91**
1611	*Highway & street construction*	*1*	*1*	*195.8*	*1.1321*	*100*
2037	Frozen fruits & vegetables	3	3	297.2	3.9609	100
3573	Electronic computing equipment	4	3	487.4	.9439	99
8062	*General medical & surgical hospitals*	*4*	*4*	*111.4*	*.0616*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*99.4*	*.3724*	*97*
Shasta	**All mfg.**	**15**	**5**	**218.9**	**.0102**	**65**
8062	*General medical & surgical hospitals*	*4*	*3*	*95.8*	*.0530*	*98*
Sierra	**All mfg.**	**2**	**1**	**52.2**	**.0024**	**87**
Siskiyou	**All mfg.**	**8**		**50.6**	**.0023**	**0**
Solano	**All mfg.**	**28**	**12**	**762.5**	**.0354**	**88**
3731	Ship building & repairing	1	1	49.6	.6312	100
8062	*General medical & surgical hospitals*	*6*	*5*	*147.0*	*.0813*	*98*
Sonoma	**All mfg.**	**87**	**30**	**1,053.4**	**.0489**	**67**
3832	Optical instruments & lenses	3	2	83.5	1.8924	89
8062	*General medical & surgical hospitals*	*8*	*8*	*277.5*	*.1535*	*100*
Stanislaus	**All mfg.**	**80**	**33**	**2,668.2**	**.1237**	**85**
2033	Canned fruits & vegetables	7	7	483.6	3.1998	100
2038	Frozen food specialties	2	2	164.3	3.8378	100
2084	Wines, brandy, & brandy spirits	2	1	404.7	13.5338	97
8062	*General medical & surgical hospitals*	*8*	*5*	*258.2*	*.1429*	*95*
Sutter	**All mfg.**	**7**	**2**	**84.6**	**.0039**	**76**
Tehama	**All mfg.**	**5**	**3**	**113.0**	**.0052**	**91**
2421	General sawmills & planing mills	2	2	89.3	.8803	100
Trinity	**All mfg.**	**2**		**20.9**	**.0010**	**0**
Tulare	**All mfg.**	**58**	**23**	**828.6**	**.0384**	**80**
8062	*General medical & surgical hospitals*	*7*	*7*	*153.0*	*.0846*	*100*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
Tuolumne	All mfg.	6	2	93.2	.0043	83
Ventura	All mfg.	140	51	2,478.1	.1149	81
2037	Frozen fruits & vegetables	2	2	339 6	4.5260	100
3573	Electronic computing equipment	10	4	124.1	.2403	80
3662	Radio & TV communication equipment	9	5	228.6	.6773	91
3679	Electronic components n.e.c.	9	4	155.4	.7944	88
3842	Surgical appliances & supplies	1	1	101.3	1.5202	100
7011	*Hotels, motels, & tourist courts*	*10*	*4*	*37.6*	*.1210*	*83*
8062	*General medical & surgical hospitals*	*13*	*10*	*391.2*	*.2164*	*95*
Yolo	All mfg.	32	13	707.4	.0328	87
2033	Canned fruits & vegetables	2	2	240.4	1.5907	100
Yuba	All mfg.	8	2	70.8	.0033	65
STATE TOTAL	All mfg.	9,770	3,398	187,771.6	8.7082	84

COLORADO

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
Adams	All mfg.	72	22	1,112.7	.0516	81
Alamosa	All mfg.	2		5.8	.0003	0
Arapahoe	All mfg.	115	33	1,979.0	.0918	83
2741	Miscellaneous publishing	3	3	127.7	4.0184	100
3494	Valves & pipe fittings	3	2	144.6	1.2753	97
3599	Machinery, except electrical, n.e.c.	5	1	79.8	.6973	88
3761	Guided missiles & space vehicles	1	1	709 3	5.3697	100
3825	Electricity-measuring instruments	1	1	83.6	1.5009	100
3841	Surgical & medical instruments	9	4	99.5	1.9662	89
8062	*General medical & surgical hospitals*	*2*	*2*	*64.9*	*.0359*	*100*
Archuleta	All mfg.	1		1.7	.0001	0
Baca	All mfg.	1		12.5	.0006	0
Bent	All mfg.	1		9.6	.0004	0
Boulder	All mfg.	131	53	3,114.5	.1444	89
2834	Pharmaceutical preparations	4	3	123.1	.5768	96
3573	Electronic computing equipment	8	5	630.8	1.2217	97
3579	Office machines n.e.c.	1	1	234.2	2.0583	100
3679	Electronic components n.e.c.	9	3	84.9	.4340	73
3841	Surgical & medical instruments	2	2	72.7	1.4366	100
3861	Photographic equipment & supplies	1	1	928.6	8.1779	100
4931	*Electric & other services combined*	*1*	*1*	*1,107.8*	*3.7457*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*101.7*	*.3810*	*100*
Chaffee	All mfg.	3		15.9	.0007	0
Conejos	All mfg.	1		14.0	.0006	0
Costilla	All mfg.	1		4.5	.0002	0
Delta	All mfg.	5	1	57.0	.0026	41
Denver	All mfg.	380	98	4,862.6	.2255	71
1311	*Crude petroleum & natural gas*	*90*	*2*	*1,443.1*	*4.0158*	*12*
1381	*Oil- & gas-well drilling services*	*20*	*3*	*82.9*	*2.2856*	*30*
1382	*Oil- & gas-field exploration services*	*56*	*1*	*190.8*	*8.2043*	*4*
1629	*Heavy construction n.e.c.*	*2*	*1*	*152.4*	*.5775*	*98*
2051	Bread, cake, & related products	10	6	228.8	1.4365	95
2052	Cookies & crackers	1	1	114.0	2.4758	100
2086	Bottled & canned soft drinks	3	2	160.1	.8432	95
2711	Newspapers	7	2	213.7	.9668	95
2752	Lithographic commercial printing	19	4	119.4	.9238	56
3041	Rubber & plastic hose & belting	1	1	69.0	3.2213	100
3161	Luggage	1	1	157.7	23.5057	100
3295	Ground or treated minerals & earths	1	1	118.5	2.3487	100
3661	Telephone & telegraph apparatus	1	1	423.6	2.2258	100
3728	Aircraft equipment n.e.c.	3	2	98.8	.8190	97
4011	*Line-haul-operating railroads*	*3*	*3*	*466.9*	*1.8873*	*100*
6025	*National banks, federal reserve system*	*17*	*5*	*915.1*	*.6631*	*91*
7011	*Hotels, motels, & tourist courts*	*47*	*25*	*296.1*	*.9531*	*86*
8062	*General medical & surgical hospitals*	*20*	*19*	*1,187.5*	*.6570*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*4*	*81.5*	*.3053*	*98*
Douglas	All mfg.	5	1	22.1	.0010	56
Eagle	All mfg.	3	1	17.6	.0008	69
7011	*Hotels, motels, & tourist courts*	*16*	*4*	*39.3*	*.1265*	*52*
Elbert	All mfg.	1		12.3	.0006	0
El Paso	All mfg.	94	34	1,714.5	.0795	82
3573	Electronic computing equipment	2	2	348.6	.6751	100
3599	Machinery, except electrical, n.e.c.	6	3	81.3	.7104	90
3662	Radio & TV communication equipment	4	3	220.1	.6521	97
3674	Semiconductors & related devices	3	3	129.5	1.1839	100
3825	Electricity-measuring instruments	2	1	105.8	1.8995	98
7011	*Hotels, motels, & tourist courts*	*17*	*4*	*52.5*	*.1690*	*67*
8062	*General medical & surgical hospitals*	*5*	*5*	*169.1*	*.0936*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*94.7*	*.3548*	*100*
Fremont	All mfg.	11	2	158.7	.0074	54
Garfield	All mfg.	2	1	13.2	.0006	92
Jackson	All mfg.	1		6.4	.0003	0
Jefferson	All mfg.	79	23	2,071.8	.0961	90
2082	Malt beverages	1	1	769.3	6.8264	100
3264	Porcelain electrical supplies	1	1	36.2	5.2808	100
3411	Metal cans	2	2	268.8	2.4487	100
3483	Ammunition, except small-arms, n.e.c.	1	1	272.7	18.5170	100
3841	Surgical & medical instruments	2	2	64.6	1.2766	100
3842	Surgical appliances & supplies	4	2	88.7	1.3312	94
8062	*General medical & surgical hospitals*	*2*	*2*	*59.5*	*.0329*	*100*
La Plata	All mfg.	9	4	129.4	.0060	79
Larimer	All mfg.	69	18	1,303.2	.0604	82
3574	Calculating & accounting machines	1	1	467.3	18.6681	100
3811	Engineering & scientific instruments	1	1	135.1	3.4752	100
8062	*General medical & surgical hospitals*	*3*	*2*	*94.1*	*.0521*	*96*
Las Animas	All mfg.	2		9.7	.0004	0
8062	*General medical & surgical hospitals*	*1*	*1*	*101.2*	*.0560*	*100*
Logan	All mfg.	12	1	78.2	.0036	18
Mesa	All mfg.	29	7	401.3	.0186	78
8062	*General medical & surgical hospitals*	*5*	*4*	*70.3*	*.0389*	*97*
Mineral	All mfg.	1		11.6	.0005	0
Moffat	All mfg.	1		1.6	.0001	0
Montezuma	All mfg.	5		14.3	.0007	0
Montrose	All mfg.	6	1	46.4	.0022	70
Morgan	All mfg.	8	4	263.5	.0122	95
Otero	All mfg.	8	2	91.4	.0042	58
Pitkin	All mfg.	1	1	113.2	.0052	100
2711	Newspapers	1	1	113.2	.5121	100
Prowers	All mfg.	6	1	28.4	.0013	31
Pueblo	All mfg.	27	9	451.9	.0210	76
3312	Blast furnaces & steel mills	1	1	194.2	.6562	100
8062	*General medical & surgical hospitals*	*3*	*3*	*177.7*	*.0983*	*100*
Rio Grande	All mfg.	6		38.8	.0018	0
Routt	All mfg.	1		4.7	.0002	0
Sedgwick	All mfg.	1	1	15.8	.0007	100
Washington	All mfg.	2		22.7	.0011	0
Weld	All mfg.	28	10	1,167.4	.0541	90
2011	Meat-packing plants	1	1	542.4	1.2146	100
3861	Photographic equipment & supplies	1	1	234.3	2.0634	100
4912	*Nuclear power*	*2*	*2*	*316.5*	*1.1254*	*100*
8062	*General medical & surgical hospitals*	*2*	*1*	*60.2*	*.0333*	*96*
STATE TOTAL	All mfg.	1,131	328	19,399.9	.8997	80

CONNECTICUT

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
Fairfield	All mfg.	842	271	12,361.0	.5733	82
2051	Bread, cake, & related products	8	4	478.5	3.0042	98
2342	Brassieres, girdles, & allied garments	6	3	52.6	5.7885	90
2711	Newspapers	17	5	128.0	.5791	78
2721	Periodicals	23	6	315.8	2.5829	73
2731	Book publishing	7	2	190.4	1.9397	85
2751	Letterpress commercial printing	25	2	64.1	.6851	46
2844	Toilet preparations	3	1	323.3	2.6247	97
3079	Miscellaneous plastics products	22	6	74.5	.3127	57
3469	Metal stampings n.e.c.	10	4	91.0	.7792	71
3482	Small-arms ammunition	1	1	110.6	6.7156	100
3511	Turbines & turbine-generator set units	2	2	76.2	2.7306	100
3519	Internal-combustion engines n.e.c.	1	1	129.0	1.3006	100
3541	Metal-cutting machine tools	9	4	105.4	2.4186	90
3562	Ball & roller bearings	3	3	120.8	3.2512	100
3573	Electronic computing equipment	20	8	621.8	1.2042	91
3579	Office machines n.e.c.	3	2	884.1	7.7699	98
3643	Current-carrying wiring devices	8	7	125.7	4.6195	98
3662	Radio & TV communication equipment	27	9	328.6	.9736	80
3679	Electronic components n.e.c.	23	10	167.7	.8573	83
3721	Aircraft	2	1	1,227.3	4.2436	100
3724	Aircraft engines & engine parts	2	2	306.1	3.4051	100
3811	Engineering & scientific instruments	9	5	61.4	1.5794	94
3823	Industrial process-control instruments	8	3	69.7	1.7466	73
3829	Measuring & controlling devices n.e.c.	10	6	177.6	6.6702	93
3832	Optical instruments & lenses	6	5	560.2	12.6958	100
3841	Surgical & medical instruments	13	5	259.6	5.1299	94
3842	Surgical appliances & supplies	8	4	84.7	1.2711	86
3861	Photographic equipment & supplies	8	4	213.4	1.8793	89
6025	*National banks, federal reserve system*	*6*	*4*	*522.8*	*.3788*	*96*
7011	*Hotels, motels, & tourist courts*	*24*	*9*	*96.6*	*.3109*	*73*
7372	*Computer programming & software*	*11*	*4*	*177.5*	*1.5531*	*90*
8062	*General medical & surgical hospitals*	*12*	*12*	*575.8*	*.3186*	*100*
Hartford	All mfg.	814	250	10,945.5	.5076	81
1629	*Heavy construction n.e.c.*	*3*	*1*	*1,042.0*	*3.9482*	*99*
2032	Canned food specialties	1	1	308.4	7.6407	100
2512	Upholstered wood household furniture	2	1	98.1	1.9495	98
2621	Paper mills, except building paper	3	2	152.6	.7593	96
2711	Newspapers	11	5	120.4	.5447	88
2751	Letterpress commercial printing	23	5	51.4	.5494	54
2752	Lithographic commercial printing	14	6	130.4	1.0089	82
3079	Miscellaneous plastics products	26	4	93.6	.3929	46
3316	Cold-rolled steel sheet, strip, & bars	2	2	76.1	1.1725	100
3423	Hand & edge tools n.e.c.	6	3	99.4	2.9899	84
3429	Hardware n.e.c.	8	4	319.0	3.5166	95
3451	Screw-machine products	22	1	76.4	3.4484	38
3471	Plating & polishing	13	4	81.0	3.3239	80
3484	Small arms	2	2	95.9	6.8623	100
3495	Wire springs	19	7	340.2	17.0006	73

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
CONNECTICUT (Hartford, cont.)						
3544	Special dies, tools, jigs, & fixtures	29	2	86.4	1.5021	31
3545	Machine-tool accessories	26	8	104.3	3.1687	64
3562	Ball & roller bearings	8	7	429.6	11.5621	98
3599	Machinery, except electrical, n.e.c.	42	7	174.7	1.5264	50
3613	Switchgear & switchboard apparatus	8	6	320.7	6.4208	99
3622	Industrial controls	9	5	122.6	2.3420	88
3643	Current-carrying wiring devices	5	3	35.2	1.2936	92
3674	Semiconductors & related devices	1	1	180.4	1.6492	100
3679	Electronic components n.e.c.	12	5	162.8	.8323	90
3699	Electrical equipment & supplies n.e.c.	4	2	232.1	10.9979	96
3714	Motor-vehicle parts & accessories	2	1	137.6	.3599	95
3724	Aircraft engines & engine parts	22	11	1,475.2	16.4103	97
3728	Aircraft equipment n.e.c.	14	7	830.9	[illegible]	97
4931	*Electric & other services combined*	*3*	*2*	*648.5*	*2.1927*	*99*
5084	*Industrial-machinery distributors*	*17*	*2*	*152.9*	*.8981*	*57*
6025	*National banks, federal reserve system*	*5*	*1*	*280.2*	*.2030*	*86*
7011	*Hotels, motels, & tourist courts*	*29*	*11*	*100.7*	*.3241*	*75*
7374	*Data-processing services*	*17*	*2*	*295.0*	*3.6705*	*33*
8062	*General medical & surgical hospitals*	*13*	*13*	*872.6*	*.4828*	*100*
8221	*Colleges & universities n.e.c.*	*6*	*4*	*102.6*	*.3844*	*97*
Litchfield	**All mfg.**	**164**	**55**	**1,769.3**	**.0821**	**79**
2647	Sanitary paper products	1	1	266.0	2.8567	100
3562	Ball & roller bearings	3	3	90.9	2.4464	100
8062	*General medical & surgical hospitals*	*5*	*4*	*74.8*	*.0414*	*97*
Middlesex	**All mfg.**	**137**	**47**	**5,031.8**	**.2334**	**94**
3079	Miscellaneous plastics products	10	4	74.0	.3106	84
3469	Metal stampings n.e.c.	5	1	3,831.4	32.8070	100
3728	Aircraft equipment n.e.c.	4	4	116.0	.9616	100
4912	*Nuclear power*	*1*	*1*	*312.4*	*1.1108*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*119.2*	*.0659*	*100*
New Haven	**All mfg.**	**844**	**262**	**9,393.5**	**.4356**	**78**
1611	*Highway & street construction*	*5*	*2*	*31.9*	*.1844*	*70*
2711	Newspapers	14	7	130.9	.5922	87
2751	Letterpress commercial printing	25	3	58.7	.6274	29
2821	Plastics materials & synthetic resins	4	2	432.1	2.0282	95
2899	Chemical preparations n.e.c.	8	4	152.6	1.4336	82
3079	Miscellaneous plastics products	31	6	96.7	.4059	52
3316	Cold-rolled steel sheet, strip, & bars	5	4	288.3	4.4421	96
3351	Copper rolling & drawing	6	6	269.8	7.9229	100
3357	Nonferrous-wire drawing & insulating	11	5	280.9	3.9934	93
3421	Cutlery	3	2	158.9	19.9799	96
3429	Hardware n.e.c.	11	6	165.1	1.8200	88
3451	Screw-machine products	37	5	105.9	4.7800	39
3452	Bolts, nuts, rivets, & washers	10	8	120.2	3.1111	89
3469	Metal stampings n.e.c.	27	9	196.4	1.6817	71
3484	Small arms	4	3	197.9	14.1610	96
3544	Special dies, tools, jigs, & fixtures	18	1	61.1	1.0623	40
3569	General industrial machinery n.e.c.	9	3	72.3	1.2744	72
3573	Electronic computing equipment	8	6	232.2	.4497	93
3662	Radio & TV communication equipment	11	4	172.9	.5123	88
3679	Electronic components n.e.c.	17	6	134.1	.6856	81
3714	Motor-vehicle parts & accessories	7	5	239.3	.6258	96
3724	Aircraft engines & engine parts	2	1	162.9	1.8121	97
3811	Engineering & scientific instruments	5	2	31.8	.8180	89
3823	Industrial process-control instruments	5	2	87.1	2.1826	89
3841	Surgical & medical instruments	10	5	106.1	2.0966	90
3873	Watches, clocks, & watchcases	1	1	284.1	15.4553	100
3914	Silverware & plated & stainless ware	6	3	46.4	8.4966	83
3951	Pens & mechanical pencils	1	1	244.8	23.7670	100
4911	*Electric services*	*8*	*2*	*480.9*	*.4397*	*88*
8062	*General medical & surgical hospitals*	*13*	*13*	*750.9*	*.4154*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*120.6*	*.4518*	*98*
New London	**All mfg.**	**111**	**41**	**2,876.6**	**.1334**	**91**
2329	Men's & boys' clothing n.e.c.	1	1	79.9	4.5050	100
2819	Industrial inorganic chemicals n.e.c.	1	1	135.7	.7965	100
3429	Hardware n.e.c.	1	1	162.6	1.7925	100
3731	Ship building & repairing	4	3	1,301.7	16.5661	100
4912	*Nuclear power*	*2*	*2*	*633.5*	*2.2525*	*100*
8062	*General medical & surgical hospitals*	*5*	*5*	*190.4*	*.1053*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*63.4*	*.2375*	*98*
Tolland	**All mfg.**	**38**	**13**	**298.4**	**.0138**	**67**
8062	*General medical & surgical hospitals*	*3*	*3*	*68.7*	*.0380*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*67.8*	*.2540*	*100*
Windham	**All mfg.**	**85**	**34**	**971.9**	**.0451**	**76**
2284	Thread mills	2	2	58.6	12.4522	100
STATE TOTAL	**All mfg.**	**3,035**	**973**	**43,648.0**	**2.0242**	**82**

DELAWARE

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Kent	**All mfg.**	**31**	**15**	**640.6**	**.0297**	**87**
2099	Food preparations n.e.c.	1	1	137.2	1.1721	100
8062	*General medical & surgical hospitals*	*3*	*3*	*75.1*	*.0432*	*100*
New Castle	**All mfg.**	**169**	**55**	**6,219.8**	**.2885**	**91**
1611	*Highway & street construction*	*12*	*3*	*122.5*	*.7083*	*61*
2819	Industrial inorganic chemicals n.e.c.	3	2	166.9	.9797	96
2821	Plastics materials & synthetic resins	8	4	287.0	1.3471	84
3711	Motor vehicles & passenger-car bodies	2	2	3,455.8	3.6021	100
6025	*National banks, federal reserve system*	*5*	*2*	*280.3*	*.2031*	*96*
7011	*Hotels, motels, & tourist courts*	*16*	*6*	*72.9*	*.2346*	*79*
8062	*General medical & surgical hospitals*	*8*	*8*	*386.8*	*.2140*	*100*
Sussex	**All mfg.**	**55**	**14**	**1,328.4**	**.0616**	**81**
2016	Poultry-dressing plants	4	3	144.6	2.1353	99
2037	Frozen fruits & vegetables	3	2	156.7	2.0884	97
2824	Noncellulosic synthetic organic fibers	1	1	421.3	6.0013	100
8062	*General medical & surgical hospitals*	*5*	*5*	*123.4*	*.0683*	*100*
STATE TOTAL	**All mfg.**	**255**	**84**	**8,188.8**	**.3798**	**89**

DISTRICT OF COLUMBIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
District of Columbia	**All mfg.**	**132**	**32**	**2,443.5**	**.1133**	**83**
2051	Bread, cake, & related products	4	3	78.9	.4954	97
2711	Newspapers	8	2	434.6	1.9662	95
2721	Periodicals	28	7	722.7	5.9110	84
2741	Miscellaneous publishing	6	1	96.7	3.0429	80
2751	Letterpress commercial printing	9	2	280.7	3.0001	96
2752	Lithographic commercial printing	21	5	254.3	1.9676	78
4924	*Natural-gas distribution*	*2*	*1*	*665.8*	*3.2932*	*96*
6025	*National banks, federal reserve system*	*13*	*8*	*1,161.1*	*.8414*	*95*
7011	*Hotels, motels, & tourist courts*	*68*	*35*	*579.8*	*1.8662*	*89*
8062	*General medical & surgical hospitals*	*16*	*15*	*1,463.1*	*.8095*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*6*	*145.6*	*.5455*	*96*
STATE TOTAL	**All mfg.**	**132**	**32**	**2,443.5**	**.1133**	**83**

FLORIDA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Alachua	**All mfg.**	**46**	**13**	**445.9**	**.0207**	**59**
3691	Storage batteries	2	2	126.0	4.4034	100
8062	*General medical & surgical hospitals*	*5*	*5*	*316.2*	*.1749*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*157.5*	*.5901*	*100*
Baker	**All mfg.**	**3**		**16.7**	**.0008**	**0**
8062	*General medical & surgical hospitals*	*2*	*1*	*56.5*	*.0313*	*95*
Bay	**All mfg.**	**34**	**13**	**474.9**	**.0220**	**78**
8062	*General medical & surgical hospitals*	*3*	*3*	*84.1*	*.0465*	*100*
Bradford	**All mfg.**	**11**	**1**	**115.6**	**.0054**	**8**
Brevard	**All mfg.**	**135**	**44**	**2,423.6**	**.1124**	**87**
3573	Electronic computing equipment	8	4	244.6	.4737	93
3662	Radio & TV communication equipment	13	11	605.7	1.7946	99
3674	Semiconductors & related devices	2	1	88.2	.8063	96
3761	Guided missiles & space vehicles	10	8	753.1	5.7012	99
3769	Space-vehicle equipment n.e.c.	4	3	209.0	5.2176	97
7372	*Computer programming & software*	*11*	*7*	*130.1*	*1.1383*	*93*
8062	*General medical & surgical hospitals*	*5*	*5*	*128.9*	*.0713*	*100*
Broward	**All mfg.**	**356**	**77**	**3,432.8**	**.1592**	**69**
1422	*Crushed- & broken-limestone quarrying*	*9*	*4*	*111.0*	*3.9634*	*87*
2711	Newspapers	10	4	236.4	1.0695	92
3573	Electronic computing equipment	11	5	549.1	1.0634	96
3662	Radio & TV communication equipment	6	6	459.9	1.3626	100
3674	Semiconductors & related devices	4	2	97.5	.8913	93
3679	Electronic components n.e.c.	11	7	62.8	.3210	86
7011	*Hotels, motels, & tourist courts*	*58*	*13*	*202.2*	*.6508*	*65*
8062	*General medical & surgical hospitals*	*21*	*20*	*887.8*	*.4912*	*100*
Calhoun	**All mfg.**	**4**	**2**	**33.6**	**.0016**	**53**
Charlotte	**All mfg.**	**6**		**16.1**	**.0007**	**0**
8062	*General medical & surgical hospitals*	*3*	*3*	*79.1*	*.0438*	*100*
Citrus	**All mfg.**	**6**	**2**	**79.0**	**.0037**	**87**
4912	*Nuclear power*	*1*	*1*	*645.6*	*2.2956*	*100*
Clay	**All mfg.**	**22**	**4**	**196.9**	**.0091**	**56**
Collier	**All mfg.**	**13**	**1**	**44.0**	**.0020**	**25**
Columbia	**All mfg.**	**13**	**4**	**467.9**	**.0217**	**89**
8062	*General medical & surgical hospitals*	*4*	*4*	*70.6*	*.0391*	*100*
Dade	**All mfg.**	**784**	**212**	**6,764.7**	**.3137**	**68**
1623	*Pipe- & utility-line construction*	*6*	*3*	*100.7*	*1.6953*	*94*
2026	Fluid milk	5	5	258.0	1.3102	100
2051	Bread, cake, & related products	10	7	136.7	.8583	91
2086	Bottled & canned soft drinks	9	4	175.3	.9233	82
2321	Men's & boys' shirts & nightwear	9	2	41.1	1.1463	60

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2335	Women's & misses' dresses	27	5	74.5	2.1297	54
2339	Women's & misses' outerwear n.e.c.	27	2	38.1	1.2428	31
2711	Newspapers	12	3	156.3	.[illegible]71	84
2831	Biological products	4	4	134.3	8.7532	100
2834	Pharmaceutical preparations	4	1	152.1	.7127	89
3021	Rubber & plastic footwear	3	3	60.4	10.6488	100
3079	Miscellaneous plastics products	21	5	76.6	.3215	57
3241	Hydraulic cement	4	3	131.1	2.6761	93
3272	Concrete products n.e.c.	15	4	87.6	[illegible]	69
3442	Metal doors, sash, & trim	28	11	212.3	2.8510	70
3444	Sheet-metal work	18	3	179.4	1.5138	43
3661	Telephone & telegraph apparatus	1	1	252.8	1.3283	100
3693	X-ray apparatus & tubes	1	1	201.3	3.7984	100
3732	Boat building & repairing	16	6	95.1	4.3570	79
3811	Engineering & scientific instruments	5	5	48.5	1.2476	100
3825	Electricity-measuring instruments	3	2	71.3	1.2801	95
3841	Surgical & medical instruments	7	3	193.9	3.8316	97
4911	*Electric services*	*2*	*1*	*1,968.5*	*1.7998*	*99*
6025	*National banks, federal reserve system*	*38*	*8*	*1,541.9*	*1.1173*	*46*
7011	*Hotels, motels, & tourist courts*	*99*	*41*	*585.9*	*1.8859*	*82*
8062	*General medical & surgical hospitals*	*33*	*32*	*1,623.8*	*.8984*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*89.7*	*.3361*	*100*
De Soto	**All mfg.**	**3**	**1**	**18.8**	**.0009**	**37**
8062	*General medical & surgical hospitals*	*2*	*2*	*57.7*	*.0319*	*100*
Dixie	**All mfg.**	**4**	**3**	**38.5**	**.0018**	**85**
Duval	**All mfg.**	**226**	**67**	**3,070.2**	**.1424**	**74**
1629	*Heavy construction n.e.c.*	*7*	*1*	*256.9*	*.9734*	*80*
2631	Paperboard mills	2	2	149.6	1.8450	100
3731	Ship building & repairing	4	4	201.8	2.5682	100
4011	*Line-haul-operating railroads*	*1*	*1*	*392.6*	*1.5869*	*100*
6025	*National banks, federal reserve system*	*11*	*6*	*911.0*	*.6601*	*95*
7011	*Hotels, motels, & tourist courts*	*30*	*3*	*55.9*	*.1799*	*26*
8062	*General medical & surgical hospitals*	*11*	*11*	*464.7*	*.2571*	*100*
Escambia	**All mfg.**	**48**	**13**	**1,377.9**	**.0639**	**88**
2621	Paper mills, except building paper	1	1	145.3	.7230	100
2824	Noncellulosic synthetic organic fibers	1	1	607.1	8.6480	100
8062	*General medical & surgical hospitals*	*4*	*4*	*226.0*	*.1250*	*100*
Flagler	**All mfg.**	**2**	**1**	**15.3**	**.0007**	**51**
Franklin	**All mfg.**	**4**		**18.7**	**.0009**	**0**
Gadsden	**All mfg.**	**21**	**9**	**300.3**	**.0139**	**85**
8062	*General medical & surgical hospitals*	*2*	*2*	*148.3*	*.0820*	*100*
Gilchrist	**All mfg.**	**1**		**1.2**	**.0001**	**0**
Gulf	**All mfg.**	**6**	**4**	**79.3**	**.0037**	**94**
Hamilton	**All mfg.**	**4**	**2**	**136.4**	**.0063**	**94**
2874	Phosphatic fertilizers	1	1	120.5	2.5518	100
Hardee	**All mfg.**	**7**	**1**	**52.0**	**.0024**	**25**
Hendry	**All mfg.**	**5**	**2**	**109.5**	**.0051**	**65**
Hernando	**All mfg.**	**13**	**4**	**155.2**	**.0072**	**78**
3662	Radio & TV communication equipment	2	2	69.8	.2068	100
8062	*General medical & surgical hospitals*	*3*	*3*	*86.2*	*.0477*	*100*
Highlands	**All mfg.**	**15**	**3**	**94.0**	**.0044**	**51**
Hillsborough	**All mfg.**	**317**	**96**	**4,643.5**	**.2153**	**77**
2092	Fresh or frozen packaged seafoods	7	5	198.6	7.1193	92
2121	Cigars	9	4	52.9	12.3138	82
2711	Newspapers	7	2	101.8	.4606	92
2874	Phosphatic fertilizers	3	3	749.1	15.8634	100
3662	Radio & TV communication equipment	5	3	227.1	.6729	96
3679	Electronic components n.e.c.	3	2	74.5	.3809	98
3691	Storage batteries	2	2	156.9	5.4833	100
3731	Ship building & repairing	5	3	144.7	1.8415	94
4911	*Electric services*	*3*	*1*	*819.7*	*.7494*	*95*
7011	*Hotels, motels, & tourist courts*	*30*	*10*	*116.9*	*.3763*	*70*
7374	*Data-processing services*	*7*	*2*	*155.5*	*1.9348*	*94*
8062	*General medical & surgical hospitals*	*16*	*15*	*594.4*	*.3289*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*98.6*	*.3694*	*97*
Holmes	**All mfg.**	**6**	**3**	**36.7**	**.0017**	**74**
Indian River	**All mfg.**	**18**	**3**	**179.0**	**.0083**	**70**
3721	Aircraft	1	1	105.1	.3631	100
Jackson	**All mfg.**	**18**	**7**	**140.1**	**.0065**	**55**
Jefferson	**All mfg.**	**4**		**37.3**	**.0017**	**0**
Lafayette	**All mfg.**	**2**		**5.6**	**.0003**	**0**
Lake	**All mfg.**	**41**	**8**	**402.4**	**.0187**	**67**
Lee	**All mfg.**	**70**	**15**	**493.3**	**.0229**	**50**
7011	*Hotels, motels, & tourist courts*	*22*	*6*	*42.2*	*.1358*	*63*
8062	*General medical & surgical hospitals*	*2*	*2*	*73.5*	*.0407*	*100*
Leon	**All mfg.**	**30**	**7**	**180.6**	**.0084**	**44**
8062	*General medical & surgical hospitals*	*3*	*3*	*151.9*	*.0840*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*150.2*	*.5627*	*100*
Levy	**All mfg.**	**6**	**2**	**94.4**	**.0044**	**84**
Liberty	**All mfg.**	**3**	**1**	**21.5**	**.0010**	**70**
Madison	**All mfg.**	**7**	**4**	**231.6**	**.0107**	**94**
Manatee	**All mfg.**	**58**	**14**	**933.5**	**.0433**	**83**
2033	Canned fruits & vegetables	1	1	571.2	3.7795	100
8062	*General medical & surgical hospitals*	*1*	*1*	*60.5*	*.0335*	*100*
Marion	**All mfg.**	**66**	**18**	**900.9**	**.0418**	**70**
3674	Semiconductors & related devices	1	1	115.8	1.0586	100

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt.	% In Large Estab.
Martin	**All mfg.**	**20**	**6**	**202.4**	**.0094**	**76**
8062	*General medical & surgical hospitals*	*1*	*1*	*58.9*	*.0326*	*100*
Monroe	**All mfg.**	**5**		**22.2**	**.0010**	**0**
7011	*Hotels, motels, & tourist courts*	*18*	*3*	*52.2*	*.1680*	*60*
Nassau	**All mfg.**	**9**	**4**	**214.2**	**.0099**	**93**
Okaloosa	**All mfg.**	**25**	**10**	**228.4**	**.0106**	**72**
3662	Radio & TV communication equipment	2	2	68.5	.2030	100
8062	*General medical & surgical hospitals*	*5*	*5*	*95.9*	*.0531*	*100*
Okeechobee	**All mfg.**	**6**		**46.1**	**.0021**	**0**
Orange	**All mfg.**	**219**	**61**	**2,985.4**	**.1385**	**75**
2711	Newspapers	3	1	142.0	.6424	95
2731	Book publishing	1	1	110.4	1.1247	100
3679	Electronic components n.e.c.	5	3	64.8	.3313	95
3769	Space-vehicle equipment n.e.c.	1	1	341.5	8.5254	100
5081	*Commercial-equipment wholesalers*	*13*	*3*	*62.2*	*1.0223*	*56*
7011	*Hotels, motels, & tourist courts*	*57*	*23*	*431.8*	*1.3899*	*86*
8062	*General medical & surgical hospitals*	*10*	*10*	*432.3*	*.2392*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*81.5*	*.3053*	*100*
Osceola	**All mfg.**	**15**	**4**	**93.9**	**.0044**	**66**
7011	*Hotels, motels, & tourist courts*	*23*	*11*	*107.9*	*.3473*	*84*
Palm Beach	**All mfg.**	**173**	**50**	**4,160.7**	**.1930**	**89**
1611	*Highway & street construction*	*6*	*3*	*141.5*	*.8182*	*88*
1623	*Pipe- & utility-line construction*	*6*	*3*	*129.2*	*2.1750*	*94*
2033	Canned fruits & vegetables	3	1	220.1	1.4563	96
2061	Raw cane sugar	6	6	654.9	23.2382	100
2711	Newspapers	7	2	76.8	.3474	90
3273	Ready-mixed concrete	9	1	192.7	2.2891	90
3573	Electronic computing equipment	1	1	998.6	1.9340	100
3662	Radio & TV communication equipment	5	2	169.9	.5034	95
3679	Electronic components n.e.c.	5	4	84.9	.4340	98
3724	Aircraft engines & engine parts	3	3	477.1	5.3073	100
6025	*National banks, federal reserve system*	*13*	*3*	*899.2*	*.6516*	*92*
7011	*Hotels, motels, & tourist courts*	*34*	*9*	*225.7*	*.7265*	*82*
8062	*General medical & surgical hospitals*	*13*	*12*	*375.4*	*.2077*	*97*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*48.5*	*.1817*	*100*
Pasco	**All mfg.**	**28**	**5**	**499.7**	**.0232**	**84**
2037	Frozen fruits & vegetables	2	2	367.1	4.8925	100
8062	*General medical & surgical hospitals*	*5*	*5*	*114.6*	*.0634*	*100*
Pinellas	**All mfg.**	**308**	**87**	**3,125.4**	**.1449**	**72**
2711	Newspapers	4	2	96.7	.4375	96
2751	Letterpress commercial printing	9	4	90.9	.9715	91
3662	Radio & TV communication equipment	8	2	540.4	1.6011	96
3674	Semiconductors & related devices	2	1	32.7	.2989	88
3679	Electronic components n.e.c.	8	5	100.1	.5117	91
3811	Engineering & scientific instruments	3	2	45.8	1.1781	97
3825	Electricity-measuring instruments	6	6	94.3	1.6930	100
4911	*Electric services*	*1*	*1*	*909.8*	*.8318*	*100*
7011	*Hotels, motels, & tourist courts*	*42*	*10*	*130.4*	*.4197*	*65*
8062	*General medical & surgical hospitals*	*18*	*17*	*888.4*	*.4915*	*99*
Polk	**All mfg.**	**188**	**76**	**4,189.3**	**.1943**	**84**
2033	Canned fruits & vegetables	11	9	517.4	3.4235	98
2037	Frozen fruits & vegetables	13	9	582.1	7.7579	97
2819	Industrial inorganic chemicals n.e.c.	7	6	270.9	1.5901	98
2874	Phosphatic fertilizers	9	9	1,428.1	30.2423	100
7011	*Hotels, motels, & tourist courts*	*19*	*4*	*62.9*	*.2025*	*67*
8062	*General medical & surgical hospitals*	*6*	*5*	*208.2*	*.1152*	*98*
Putnam	**All mfg.**	**17**	**7**	**540.8**	**.0251**	**89**
2621	Paper mills, except building paper	1	1	220.0	1.0947	100
St. Johns	**All mfg.**	**16**	**6**	**206.4**	**.0096**	**77**
St. Lucie	**All mfg.**	**24**	**8**	**283.4**	**.0131**	**74**
8062	*General medical & surgical hospitals*	*2*	*2*	*67.3*	*.0372*	*100*
Santa Rosa	**All mfg.**	**6**	**4**	**219.6**	**.0102**	**94**
Sarasota	**All mfg.**	**85**	**19**	**712.7**	**.0331**	**73**
3662	Radio & TV communication equipment	5	3	268.4	.7952	97
8062	*General medical & surgical hospitals*	*3*	*3*	*128.2*	*.0709*	*100*
Seminole	**All mfg.**	**67**	**17**	**617.2**	**.0286**	**59**
3661	Telephone & telegraph apparatus	2	2	133.6	.7020	100
3679	Electronic components n.e.c.	7	4	59.5	.3042	91
Sumter	**All mfg.**	**6**	**3**	**95.5**	**.0044**	**67**
Suwannee	**All mfg.**	**5**	**2**	**85.6**	**.0040**	**78**
Taylor	**All mfg.**	**15**	**4**	**455.6**	**.0211**	**91**
2611	Pulp mills	1	1	367.8	7.8444	100
Union	**All mfg.**	**2**	**2**	**16.6**	**.0008**	**100**
Volusia	**All mfg.**	**59**	**25**	**868.8**	**.0403**	**85**
2711	Newspapers	4	1	59.5	.2692	89
3662	Radio & TV communication equipment	1	1	132.0	.3911	100
3679	Electronic components n.e.c.	2	2	70.1	.3584	100
7011	*Hotels, motels, & tourist courts*	*60*	*7*	*153.9*	*.4954*	*48*
8062	*General medical & surgical hospitals*	*8*	*8*	*153.1*	*.0847*	*100*
Wakulla	**All mfg.**	**4**	**1**	**40.0**	**.0019**	**47**
Walton	**All mfg.**	**8**	**2**	**90.2**	**.0042**	**60**
Washington	**All mfg.**	**4**		**11.1**	**.0005**	**0**
STATE TOTAL	**All mfg.**	**3,752**	**1,064**	**48,290.6**	**2.2396**	**76**

1986 S&MM Est.

GEORGIA

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Appling	**All mfg.**	15	6	101.9	.0047	54
4912	*Nuclear power*	*1*	*1*	*759.9*	*2.7020*	*100*
Atkinson	**All mfg.**	6	2	48.6	.0023	49
Bacon	**All mfg.**	6	4	67.6	.0031	80
Baker	**All mfg.**	1	1	6.6	.0003	100
Baldwin	**All mfg.**	15	10	327.2	.0152	95
8062	*General medical & surgical hospitals*	*2*	*2*	*182.9*	*.1012*	*100*
Banks	**All mfg.**	6	2	116.3	.0054	94
2016	Poultry-dressing plants	1	1	97.5	1.4398	100
Barrow	**All mfg.**	25	14	261.2	.0121	88
Bartow	**All mfg.**	44	20	920.5	.0427	78
2272	Tufted carpets & rugs	10	8	360.1	7.0423	96
Ben Hill	**All mfg.**	19	10	237.7	.0110	77
Berrien	**All mfg.**	5	2	78.5	.0036	85
2211	Cotton-weaving mills	1	1	35.9	.7358	100
Bibb	**All mfg.**	97	37	1,477.3	.0685	74
2111	Cigarettes	1	1	359.8	2.7621	100
3964	Needles, pins, & fasteners	2	2	81.2	7.4625	100
8062	*General medical & surgical hospitals*	*5*	*4*	*186.8*	*.1033*	*98*
Bleckley	**All mfg.**	4	2	125.5	.0058	95
Brantley	**All mfg.**	1	1	4.4	.0002	100
Brooks	**All mfg.**	5	4	33.9	.0016	94
Bryan	**All mfg.**	5	3	42.7	.0020	86
Bulloch	**All mfg.**	22	7	221.3	.0103	67
Burke	**All mfg.**	9	5	90.8	.0042	77
Butts	**All mfg.**	9	4	94.0	.0044	37
Calhoun	**All mfg.**	6	3	40.1	.0019	54
Camden	**All mfg.**	6	3	154.9	.0072	78
Candler	**All mfg.**	3	3	30.1	.0014	100
Carroll	**All mfg.**	42	22	946.7	.0439	93
2311	Men's & boys' suits & coats	4	4	105.7	2.8626	100
3357	Nonferrous-wire drawing & insulating	1	1	142.7	2.0287	100
3652	Phonograph records & pre-recorded tape	1	1	306.4	9.7307	100
Catoosa	**All mfg.**	7	2	186.4	.0086	88
2272	Tufted carpets & rugs	3	1	166.3	3.2522	93
Charlton	**All mfg.**	3	1	11.9	.0006	42
Chatham	**All mfg.**	95	31	2,162.5	.1003	81
2062	Cane-sugar refining	2	2	498.1	16.6884	100
2631	Paperboard mills	2	2	197.0	2.4296	100
3715	Truck trailers	1	1	12.0	.5946	100
6025	*National banks, federal reserve system*	*4*	*3*	*416.4*	*.3017*	*97*
7011	*Hotels, motels, & tourist courts*	*18*	*3*	*39.3*	*.1265*	*47*
8062	*General medical & surgical hospitals*	*4*	*3*	*176.3*	*.0975*	*95*
Chattooga	**All mfg.**	12	6	380.6	.0177	95
2211	Cotton-weaving mills	1	1	126.1	2.5844	100
2272	Tufted carpets & rugs	2	2	176.1	3.4439	100
Cherokee	**All mfg.**	24	9	179.2	.0083	73
Clarke	**All mfg.**	66	26	869.5	.0403	80
2017	Poultry & egg processing	2	2	168.5	4.2176	100
3612	Transformers	1	1	71.3	2.5244	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*198.6*	*.7441*	*100*
Clay	**All mfg.**	3	1	12.4	.0006	59
Clayton	**All mfg.**	60	17	717.1	.0333	61
Clinch	**All mfg.**	4	1	142.5	.0066	92
Cobb	**All mfg.**	97	26	968.0	.0449	62
8062	*General medical & surgical hospitals*	*3*	*2*	*60.8*	*.0336*	*96*
Coffee	**All mfg.**	25	12	457.4	.0212	81
2016	Poultry-dressing plants	2	2	95.9	1.4161	100
Colquitt	**All mfg.**	31	16	385.8	.0179	83
2328	Men's & boys' work clothing	2	2	49.5	1.3911	100
Columbia	**All mfg.**	13	6	269.4	.0125	82
Cook	**All mfg.**	7	4	83.7	.0039	85
Coweta	**All mfg.**	24	15	417.7	.0194	92
3354	Aluminum extruded products	1	1	137.6	5.5265	100
Crawford	**All mfg.**	1		2.9	.0001	0
Crisp	**All mfg.**	23	7	187.4	.0087	60
Dade	**All mfg.**	6	1	53.7	.0025	47
Dawson	**All mfg.**	4	1	9.4	.0004	53
Decatur	**All mfg.**	23	7	394.4	.0183	72
2221	Synthetics- & silk-weaving mills	1	1	142.6	2.4260	100
De Kalb	**All mfg.**	332	98	4,788.2	.2221	77
2035	Pickles, sauces, & salad dressings	2	2	240.3	4.3368	100
2099	Food preparations n.e.c.	6	5	230.1	1.9657	98
2711	Newspapers	5	1	98.1	.4438	90
2751	Letterpress commercial printing	6	2	76.4	.8165	93
2752	Lithographic commercial printing	12	4	134.8	1.0430	72
2842	Polishes & sanitation goods	11	6	411.1	5.5787	89
3079	Miscellaneous plastics products	17	5	108.4	.4550	79
3613	Switchgear & switchboard apparatus	9	4	94.7	1.8960	69
3661	Telephone & telegraph apparatus	3	3	201.6	1.0593	100
3951	Pens & mechanical pencils	1	1	67.8	6.5825	100
4911	*Electric services*	*2*	*1*	*3,866.6*	*3.5352*	*99*
5081	*Commercial-equipment wholesalers*	*9*	*2*	*55.2*	*.9073*	*86*
6025	*National banks, federal reserve system*	*5*	*2*	*481.1*	*.3486*	*96*
7011	*Hotels, motels, & tourist courts*	*43*	*19*	*235.3*	*.7574*	*80*
8062	*General medical & surgical hospitals*	*8*	*7*	*251.9*	*.1394*	*99*
8221	*Colleges & universities n.e.c.*	*9*	*4*	*87.1*	*.3263*	*87*
Dodge	**All mfg.**	6	4	78.6	.0036	82
Dooly	**All mfg.**	5	4	65.9	.0031	96
Dougherty	**All mfg.**	53	17	2,544.2	.1180	91
2082	Malt beverages	2	2	561.7	4.9842	100
2621	Paper mills, except building paper	1	1	386.9	1.9252	100
2647	Sanitary paper products	1	1	730.9	7.8494	100
3011	Tires & inner tubes	1	1	137.0	1.8828	100
8062	*General medical & surgical hospitals*	*2*	*2*	*83.7*	*.0463*	*100*
Douglas	**All mfg.**	12	4	204.7	.0095	88
Early	**All mfg.**	8	4	330.8	.0153	91
2631	Paperboard mills	1	1	264.9	3.2670	100
Effingham	**All mfg.**	5	2	24.3	.0011	63
Elbert	**All mfg.**	33	9	221.0	.0102	64
Emanuel	**All mfg.**	23	9	143.8	.0067	54
Evans	**All mfg.**	9	2	68.6	.0032	58
Fannin	**All mfg.**	3	1	47.2	.0022	85
Fayette	**All mfg.**	18	9	318.9	.0148	89
Floyd	**All mfg.**	67	24	836.6	.0388	78
2221	Synthetics- & silk-weaving mills	1	1	65.6	1.1160	100
2281	Yarn-spinning mills, except wool	1	1	116.6	2.2900	100
8062	*General medical & surgical hospitals*	*3*	*3*	*107.4*	*.0594*	*100*
Forsyth	**All mfg.**	11	2	92.9	.0043	65
Franklin	**All mfg.**	18	10	182.4	.0085	83
Fulton	**All mfg.**	334	101	7,298.5	.3385	85
2016	Poultry-dressing plants	2	2	74.6	1.1016	100
2051	Bread, cake, & related products	7	4	247.6	1.5545	95
2052	Cookies & crackers	3	2	213.3	4.6324	98
2321	Men's & boys' shirts & nightwear	1	1	47.3	1.3192	100
2621	Paper mills, except building paper	3	3	293.8	1.4619	100
2711	Newspapers	1	1	339.9	1.5377	100
2751	Letterpress commercial printing	19	3	88.9	.9501	50
3079	Miscellaneous plastics products	19	3	101.5	.4260	59
3644	Non-current-carrying wiring devices	1	1	324.0	10.5737	100
3711	Motor vehicles & passenger-car bodies	2	2	2,337.4	2.4363	100
4911	*Electric services*	*4*	*2*	*1,020.4*	*.9329*	*91*
5081	*Commercial-equipment wholesalers*	*11*	*1*	*108.8*	*1.7882*	*81*
5084	*Industrial-machinery distributors*	*19*	*2*	*144.3*	*.8476*	*33*
7011	*Hotels, motels, & tourist courts*	*51*	*26*	*355.9*	*1.1456*	*88*
7372	*Computer programming & software*	*11*	*4*	*235.4*	*2.0597*	*63*
7374	*Data-processing services*	*15*	*7*	*192.8*	*2.3989*	*86*
8062	*General medical & surgical hospitals*	*18*	*13*	*904.2*	*.5003*	*97*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*59.3*	*.2222*	*90*
Gilmer	**All mfg.**	10	7	117.4	.0054	86
Glascock	**All mfg.**	3	1	17.4	.0008	22
Glynn	**All mfg.**	30	11	395.0	.0183	78
7011	*Hotels, motels, & tourist courts*	*17*	*6*	*48.4*	*.1558*	*65*
Gordon	**All mfg.**	46	20	760.7	.0353	83
2272	Tufted carpets & rugs	17	10	510.8	9.9894	93
Grady	**All mfg.**	16	7	244.5	.0113	83
Greene	**All mfg.**	16	4	73.1	.0034	58
Gwinnett	**All mfg.**	128	41	1,219.4	.0566	70
3357	Nonferrous-wire drawing & insulating	1	1	287.0	4.0801	100
Habersham	**All mfg.**	24	12	404.8	.0188	90
2221	Synthetics- & silk-weaving mills	2	1	121.1	2.0602	98
Hall	**All mfg.**	76	37	1,406.3	.0652	86
2016	Poultry-dressing plants	8	5	125.1	1.8473	90
2211	Cotton-weaving mills	3	3	166.8	3.4135	100
Hancock	**All mfg.**	4	1	13.9	.0006	29
Haralson	**All mfg.**	17	10	258.0	.0120	86
2311	Men's & boys' suits & coats	3	3	91.3	2.4726	100
Harris	**All mfg.**	4	2	43.8	.0020	84
7011	*Hotels, motels, & tourist courts*	*1*	*1*	*33.2*	*.1069*	*100*
Hart	**All mfg.**	13	7	170.3	.0079	88
2328	Men's & boys' work clothing	1	1	44.9	1.2618	100
Heard	**All mfg.**	6	2	53.2	.0025	83
Henry	**All mfg.**	17	5	147.3	.0068	81
Houston	**All mfg.**	9	6	209.0	.0097	96
Irwin	**All mfg.**	5	2	106.1	.0049	83
Jackson	**All mfg.**	15	9	145.2	.0067	81
Jasper	**All mfg.**	8	3	50.6	.0023	67

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Jeff Davis	**All mfg.**	**9**	**6**	**150.5**	**.0070**	**94**
2299	Textile goods n.e.c.	1	1	60.4	9.1710	100
Jefferson	**All mfg.**	**20**	**11**	**234.2**	**.0109**	**79**
Jenkins	**All mfg.**	**6**	**4**	**50.6**	**.0023**	**83**
8062	*General medical & surgical hospitals*	*1*	*1*	*68.9*	*.0381*	*100*
Johnson	**All mfg.**	**9**	**3**	**60.8**	**.0028**	**52**
Jones	**All mfg.**	**2**	**1**	**35.9**	**.0017**	**86**
Lamar	**All mfg.**	**7**	**4**	**143.0**	**.0066**	**94**
2254	Knit-underwear mills	1	1	47.7	4.1605	100
Lanier	**All mfg.**	**1**	**1**	**3.3**	**.0002**	**100**
Laurens	**All mfg.**	**26**	**9**	**253.4**	**.0118**	**73**
Lee	**All mfg.**	**1**	**1**	**9.5**	**.0004**	**100**
Liberty	**All mfg.**	**6**	**2**	**46.5**	**.0022**	**46**
Lincoln	**All mfg.**	**4**	**2**	**20.9**	**.0010**	**69**
Lowndes	**All mfg.**	**36**	**11**	**723.7**	**.0336**	**80**
Lumpkin	**All mfg.**	**3**	**3**	**42.8**	**.0020**	**100**
McDuffie	**All mfg.**	**16**	**5**	**119.0**	**.0055**	**60**
McIntosh	**All mfg.**	**5**	**1**	**35.3**	**.0016**	**25**
Macon	**All mfg.**	**12**	**8**	**409.3**	**.0190**	**96**
Madison	**All mfg.**	**7**	**4**	**28.6**	**.0013**	**80**
Marion	**All mfg.**	**2**	**1**	**24.6**	**.0011**	**95**
Meriwether	**All mfg.**	**15**	**4**	**109.5**	**.0051**	**54**
Miller	**All mfg.**	**3**		**15.0**	**.0007**	**0**
Mitchell	**All mfg.**	**22**	**11**	**235.4**	**.0109**	**74**
Monroe	**All mfg.**	**12**	**9**	**117.1**	**.0054**	**90**
Montgomery	**All mfg.**	**3**	**2**	**24.2**	**.0011**	**90**
Morgan	**All mfg.**	**11**	**4**	**99.0**	**.0046**	**75**
Murray	**All mfg.**	**27**	**10**	**417.3**	**.0194**	**79**
2272	Tufted carpets & rugs	17	5	314.7	6.1544	79
Muscogee	**All mfg.**	**87**	**37**	**1,560.4**	**.0724**	**86**
2065	Confectionery products	1	1	130.7	1.6630	100
2211	Cotton-weaving mills	4	4	236.3	4.8429	100
2221	Synthetics- & silk-weaving mills	1	1	89.3	1.5192	100
2281	Yarn-spinning mills, except wool	3	3	63.7	1.2510	100
8062	*General medical & surgical hospitals*	*5*	*4*	*168.7*	*.0933*	*98*
Newton	**All mfg.**	**15**	**6**	**275.2**	**.0128**	**78**
Oconee	**All mfg.**	**10**	**1**	**49.0**	**.0023**	**46**
Oglethorpe	**All mfg.**	**3**	**1**	**8.2**	**.0004**	**56**
Paulding	**All mfg.**	**7**	**3**	**39.1**	**.0018**	**69**
Peach	**All mfg.**	**15**	**8**	**282.6**	**.0131**	**76**
Pickens	**All mfg.**	**6**	**4**	**45.2**	**.0021**	**77**
Pierce	**All mfg.**	**5**	**1**	**22.8**	**.0011**	**46**
Pike	**All mfg.**	**1**	**1**	**9.9**	**.0005**	**100**
Polk	**All mfg.**	**19**	**11**	**432.3**	**.0200**	**92**
Pulaski	**All mfg.**	**4**	**4**	**29.0**	**.0013**	**100**
Putnam	**All mfg.**	**6**	**3**	**54.5**	**.0025**	**70**
Rabun	**All mfg.**	**7**	**4**	**179.7**	**.0083**	**94**
Randolph	**All mfg.**	**8**	**2**	**51.5**	**.0024**	**38**
Richmond	**All mfg.**	**97**	**34**	**1,481.3**	**.0687**	**73**
1611	*Highway & street construction*	*3*	*2*	*126.5*	*.7314*	*98*
2211	Cotton-weaving mills	2	2	54.4	1.1149	100
7011	*Hotels, motels, & tourist courts*	*15*	*2*	*36.0*	*.1159*	*39*
8062	*General medical & surgical hospitals*	*6*	*6*	*381.4*	*.2110*	*100*
Rockdale	**All mfg.**	**33**	**10**	**666.2**	**.0309**	**86**
3646	Commercial electric lighting fixtures	1	1	279.8	15.3374	100
Schley	**All mfg.**	**7**	**1**	**38.4**	**.0018**	**33**
Screven	**All mfg.**	**7**	**4**	**103.7**	**.0048**	**91**
Seminole	**All mfg.**	**3**		**11.2**	**.0005**	**0**
Spalding	**All mfg.**	**29**	**15**	**359.5**	**.0167**	**78**
Stephens	**All mfg.**	**31**	**12**	**471.5**	**.0219**	**79**
2284	Thread mills	1	1	56.5	12.0059	100
Stewart	**All mfg.**	**7**	**2**	**37.7**	**.0017**	**55**
Sumter	**All mfg.**	**34**	**7**	**310.0**	**.0144**	**66**
Tattnall	**All mfg.**	**9**	**3**	**51.1**	**.0024**	**71**
Taylor	**All mfg.**	**3**	**2**	**24.0**	**.0011**	**91**
Telfair	**All mfg.**	**8**	**4**	**157.3**	**.0073**	**90**
Terrell	**All mfg.**	**6**	**5**	**150.6**	**.0070**	**96**
Thomas	**All mfg.**	**38**	**16**	**628.9**	**.0292**	**77**
Tift	**All mfg.**	**23**	**11**	**290.4**	**.0135**	**80**
2341	Women's & children's underwear	1	1	45.8	1.7389	100
Toombs	**All mfg.**	**15**	**4**	**121.9**	**.0057**	**47**
Towns	**All mfg.**	**3**	**1**	**7.6**	**.0004**	**54**
Treutlen	**All mfg.**	**2**	**1**	**14.6**	**.0007**	**60**
Troup	**All mfg.**	**49**	**25**	**720.6**	**.0334**	**82**
Turner	**All mfg.**	**4**	**3**	**41.6**	**.0019**	**97**
Twiggs	**All mfg.**	**7**	**6**	**216.7**	**.0100**	**98**
2231	Wool-fabric weaving & finishing mills	1	1	66.8	4.1828	100
Union	**All mfg.**	**1**	**1**	**9.9**	**.0005**	**100**
Upson	**All mfg.**	**13**	**9**	**521.3**	**.0242**	**96**
2296	Tire cord & fabric	2	2	394.5	23.5157	100
Walker	**All mfg.**	**33**	**18**	**493.6**	**.0229**	**90**
3631	Household cooking equipment	1	1	136.5	4.6889	100
Walton	**All mfg.**	**17**	**8**	**141.9**	**.0066**	**73**
Ware	**All mfg.**	**29**	**8**	**317.9**	**.0147**	**64**
Warren	**All mfg.**	**6**	**4**	**53.5**	**.0025**	**83**
Washington	**All mfg.**	**17**	**8**	**189.5**	**.0068**	**63**
Wayne	**All mfg.**	**16**	**5**	**189.9**	**.0088**	**82**
Webster	**All mfg.**	**1**		**1.2**	**.0001**	**0**
White	**All mfg.**	**5**	**3**	**43.1**	**.0020**	**76**
Whitfield	**All mfg.**	**111**	**53**	**2,375.4**	**.1102**	**89**
2272	Tufted carpets & rugs	42	30	1,871.2	36.5940	96
3069	Fabricated rubber products n.e.c.	4	2	49.1	.9125	88
Wilcox	**All mfg.**	**2**		**15.0**	**.0007**	**0**
Wilkes	**All mfg.**	**12**	**7**	**113.3**	**.0053**	**84**
Wilkinson	**All mfg.**	**6**	**3**	**753.7**	**.0350**	**98**
3295	Ground or treated minerals & earths	3	2	743.4	14.7345	99
Worth	**All mfg.**	**6**	**3**	**33.2**	**.0015**	**72**
STATE TOTAL	**All mfg.**	**3,411**	**1,340**	**54,008.3**	**2.5047**	**81**

HAWAII

Hawaii	**All mfg.**	**24**	**11**	**606.0**	**.0281**	**87**
2061	Raw cane sugar	5	5	373.5	13.2531	100
Honolulu	**All mfg.**	**204**	**50**	**3,175.5**	**.1473**	**79**
2033	Canned fruits & vegetables	4	2	606.9	4.0157	97
2061	Raw cane sugar	2	2	252.1	8.9454	100
2339	Women's & misses' outerwear n.e.c.	20	4	47.6	1.5527	61
4911	*Electric services*	*1*	*1*	*581.3*	*.5315*	*100*
7011	*Hotels, motels, & tourist courts*	*47*	*17*	*328.0*	*1.0558*	*83*
8062	*General medical & surgical hospitals*	*12*	*11*	*468.8*	*.2594*	*99*
Kauai	**All mfg.**	**11**	**4**	**512.4**	**.0238**	**92**
2061	Raw cane sugar	4	4	469.4	16.6560	100
Maui	**All mfg.**	**20**	**4**	**501.4**	**.0233**	**84**
2061	Raw cane sugar	3	3	416.7	14.7860	100
7011	*Hotels, motels, & tourist courts*	*11*	*5*	*45.2*	*.1455*	*83*
STATE TOTAL	**All mfg.**	**259**	**69**	**4,795.3**	**.2224**	**82**

IDAHO

Ada	**All mfg.**	**51**	**13**	**545.3**	**.0253**	**65**
1623	*Pipe- & utility-line construction*	*2*	*1*	*83.9*	*1.4124*	*98*
1629	*Heavy construction n.e.c.*	*2*	*1*	*1,216.9*	*4.6109*	*99*
4911	*Electric services*	*1*	*1*	*341.5*	*.3122*	*100*
6025	*National banks, federal reserve system*	*2*	*2*	*424.1*	*.3073*	*100*
7011	*Hotels, motels, & tourist courts*	*12*	*4*	*35.8*	*.1152*	*72*
8062	*General medical & surgical hospitals*	*3*	*3*	*73.0*	*.0404*	*100*
Adams	**All mfg.**	**2**	**1**	**15.6**	**.0007**	**60**
Bannock	**All mfg.**	**15**	**9**	**955.9**	**.0443**	**95**
3532	Mining machinery	1	1	127.8	4.6479	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*48.5*	*.1817*	*100*
Bear Lake	**All mfg.**	**1**		**5.5**	**.0003**	**0**
Benewah	**All mfg.**	**6**	**3**	**46.3**	**.0021**	**80**
Bingham	**All mfg.**	**8**	**6**	**371.0**	**.0172**	**97**
2034	Dehydrated fruits, vegetables, & soups	4	4	279.0	11.1810	100
Boise	**All mfg.**	**1**	**1**	**13.1**	**.0006**	**100**
Bonner	**All mfg.**	**11**	**5**	**93.7**	**.0043**	**78**
Bonneville	**All mfg.**	**25**	**7**	**286.4**	**.0133**	**62**
Boundary	**All mfg.**	**1**		**7.2**	**.0003**	**0**
Canyon	**All mfg.**	**36**	**14**	**824.6**	**.0382**	**69**
2034	Dehydrated fruits, vegetables, & soups	1	1	203.2	8.1433	100
8062	*General medical & surgical hospitals*	*3*	*3*	*86.0*	*.0476*	*100*
Caribou	**All mfg.**	**3**	**2**	**213.5**	**.0099**	**93**
Cassia	**All mfg.**	**9**	**3**	**312.6**	**.0145**	**92**
2037	Frozen fruits & vegetables	1	1	211.9	2.8241	100
Clearwater	**All mfg.**	**6**	**1**	**66.5**	**.0031**	**53**
Elmore	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Franklin	**All mfg.**	**2**		**15.6**	**.0007**	**0**
Fremont	**All mfg.**	**1**	**1**	**28.2**	**.0013**	**100**
Gem	**All mfg.**	**3**	**2**	**51.0**	**.0024**	**94**
Idaho	**All mfg.**	**3**	**2**	**28.1**	**.0013**	**76**
Jefferson	**All mfg.**	**3**	**2**	**125.2**	**.0058**	**81**
Jerome	**All mfg.**	**5**	**3**	**144.7**	**.0067**	**92**
Kootenai	**All mfg.**	**17**	**7**	**181.7**	**.0084**	**72**
Latah	**All mfg.**	**5**	**2**	**32.7**	**.0015**	**67**
Lemhi	**All mfg.**	**1**		**6.4**	**.0003**	**0**
Lewis	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Lincoln	**All mfg.**	**1**		**17.5**	**.0008**	**0**
Madison	**All mfg.**	**6**	**4**	**60.0**	**.0028**	**88**
Minidoka	**All mfg.**	**8**	**4**	**265.4**	**.0123**	**93**
2037	Frozen fruits & vegetables	1	1	155.6	2.0738	100
Nez Perce	**All mfg.**	**12**	**7**	**323.1**	**.0150**	**92**
Payette	**All mfg.**	**2**	**1**	**18.1**	**.0008**	**88**
Power	**All mfg.**	**2**	**2**	**184.6**	**.0086**	**100**
Shoshone	**All mfg.**	**4**		**10.6**	**.0005**	**0**

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
IDAHO (cont.)						
Twin Falls	**All mfg.**	**20**	**6**	**368.8**	**.0171**	**56**
Valley	**All mfg.**	**1**		**7.2**	**.0003**	**0**
Washington	**All mfg.**	**1**	**1**	**18.7**	**.0009**	**100**
STATE TOTAL	**All mfg.**	**274**	**109**	**5,650.3**	**.2620**	**80**
ILLINOIS						
Adams	**All mfg.**	**45**	**16**	**1,011.1**	**.0469**	**86**
2048	Prepared feeds n.e.c.	3	2	288.2	2.5595	98
8062	*General medical & surgical hospitals*	*2*	*2*	*80.3*	*.0444*	*100*
Alexander	**All mfg.**	**5**	**2**	**172.6**	**.0080**	**71**
Bond	**All mfg.**	**5**	**2**	**32.3**	**.0015**	**57**
Boone	**All mfg.**	**17**	**7**	**2,327.5**	**.1079**	**99**
3711	Motor vehicles & passenger-car bodies	1	1	2,166.4	2.2581	100
Brown	**All mfg.**	**1**		**3.6**	**.0002**	**0**
Bureau	**All mfg.**	**27**	**8**	**309.2**	**.0143**	**65**
Carroll	**All mfg.**	**10**	**4**	**101.2**	**.0047**	**70**
Cass	**All mfg.**	**8**	**2**	**156.5**	**.0073**	**83**
Champaign	**All mfg.**	**60**	**25**	**2,041.3**	**.0947**	**87**
2035	Pickles, sauces, & salad dressings	1	1	354.7	6.4015	100
2079	Shortening & cooking oils n.e.c.	2	2	891.0	17.5653	100
8062	*General medical & surgical hospitals*	*6*	*4*	*131.5*	*.0728*	*94*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*79.9*	*.2993*	*100*
Christian	**All mfg.**	**15**	**7**	**379.3**	**.0176**	**92**
Clark	**All mfg.**	**10**	**4**	**145.7**	**.0068**	**82**
Clay	**All mfg.**	**10**	**3**	**82.8**	**.0038**	**42**
Clinton	**All mfg.**	**6**	**2**	**77.7**	**.0036**	**77**
Coles	**All mfg.**	**38**	**20**	**667.5**	**.0310**	**81**
Cook	**All mfg.**	**4,881**	**1,474**	**63,703.5**	**2.9544**	**77**
1211	*Bituminous-coal & lignite mining*	*3*	*2*	*383.4*	*2.3596*	*99*
1611	*Highway & street construction*	*29*	*13*	*375.6*	*2.1717*	*76*
1622	*Bridge & tunnel construction*	*6*	*4*	*262.3*	*3.8832*	*91*
1623	*Pipe- & utility-line construction*	*15*	*6*	*129.4*	*2.1784*	*72*
1629	*Heavy construction n.e.c.*	*22*	*11*	*717.1*	*2.7171*	*89*
2011	Meat-packing plants	41	17	1,396.3	3.1267	78
2013	Sausages & other prepared meats	39	21	768.6	5.4967	85
2033	Canned fruits & vegetables	10	5	201.1	1.3306	85
2035	Pickles, sauces, & salad dressings	13	5	246.3	4.4451	60
2051	Bread, cake, & related products	41	22	634.1	3.9812	87
2052	Cookies & crackers	9	7	667.1	14.4880	98
2065	Confectionery products	34	20	1,208.0	15.3703	94
2067	Chewing gum	1	1	188.6	24.4967	100
2086	Bottled & canned soft drinks	8	6	259.5	1.3667	97
2087	Flavoring extracts & syrups n.e.c.	14	3	519.2	13.4198	76
2099	Food preparations n.e.c.	40	16	599.0	5.1173	72
2335	Women's & misses' dresses	11	4	73.4	2.0982	82
2392	House furnishings n.e.c.	16	6	92.3	4.7774	67
2431	Millwork	25	5	160.1	2.6160	74
2499	Wood products n.e.c.	26	7	157.8	3.5112	66
2514	Metal household furniture	14	8	174.5	7.5998	86
2531	Public-building & related furniture	12	5	77.6	4.8070	80
2541	Wood partitions & fixtures	15	3	86.3	4.0912	66
2542	Metal partitions & fixtures	13	5	127.5	5.9250	77
2641	Paper coating & glazing	21	9	303.7	5.2321	76
2642	Envelopes	13	8	103.0	5.1223	84
2643	Bags, except textile bags	14	3	150.3	2.8979	54
2649	Converted paper products n.e.c.	25	7	177.2	3.7129	61
2651	Folding paperboard boxes	29	8	257.7	5.8943	64
2653	Corrugated & solid fiber boxes	54	24	500.5	4.7627	70
2654	Sanitary food containers	7	5	266.0	10.4906	97
2711	Newspapers	39	14	605.7	2.7402	89
2721	Periodicals	77	17	1,241.7	10.1559	65
2731	Book publishing	19	13	515.1	5.2477	92
2741	Miscellaneous publishing	27	12	264.5	8.3231	88
2751	Letterpress commercial printing	143	33	878.7	9.3913	75
2752	Lithographic commercial printing	133	37	1,091.6	8.4459	68
2753	Engraving & plate printing	14	3	114.0	11.1721	66
2761	Manifold business forms	14	7	559.9	7.4959	94
2771	Greeting-card publishing	13	3	127.6	5.3249	69
2782	Blankbooks & looseleaf binders	13	5	84.7	4.4706	67
2789	Bookbinding & related work	24	7	65.6	8.6486	60
2791	Typesetting	22	2	56.0	5.4033	23

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
2793	Photoengraving	13	4	87.2	13.2422	65
2819	Industrial inorganic chemicals n.e.c.	15	7	365.5	2.1454	84
2821	Plastics materials & synthetic resins	12	3	309.0	1.4504	62
2834	Pharmaceutical preparations	17	1	383.8	1.7984	56
2841	Soap & other detergents	17	4	369.1	4.2690	64
2842	Polishes & sanitation goods	40	8	461.1	6.2572	54
2844	Toilet preparations	25	10	1,013.4	8.2272	90
2851	Paints & allied products	55	15	899.1	8.0340	72
2869	Industrial organic chemicals n.e.c.	18	6	477.2	1.4962	70
2891	Adhesives & sealants	21	2	279.8	5.7955	47
2893	Printing ink	21	8	426.3	20.5942	71
2899	Chemical preparations n.e.c.	38	5	438.0	4.1148	32
2911	Petroleum refining	8	3	2,239.9	1.5976	87
3069	Fabricated rubber products n.e.c.	33	10	129.0	2.3973	65
3079	Miscellaneous plastics products	181	69	875.0	3.6728	70
3143	Men's nonathletic footwear	1	1	116.4	4.5064	100
3229	Pressed & blown glass n.e.c.	7	2	107.1	2.6342	82
3231	Products of purchased glass	23	5	128.5	5.4144	50
3272	Concrete products n.e.c.	19	5	95.6	2.2708	66
3291	Abrasive products	13	3	226.5	7.4713	62
3293	Gaskets, packing, & sealing devices	17	5	351.9	17.1041	87
3312	Blast furnaces & steel mills	19	10	1,045.7	3.5337	93
3315	Steel wire & related products	10	4	65.0	2.6972	61
3316	Cold-rolled steel sheet, strip, & bars	31	11	634.9	9.7824	62
3317	Steel pipe & tubes	10	6	294.1	4.5052	90
3322	Malleable-iron foundries	2	2	56.8	8.2045	100
3325	Steel foundries n.e.c.	8	3	126.9	2.4529	89
3341	Secondary nonferrous metals	15	6	401.9	5.5988	72
3353	Aluminum sheet, plate, & foil	2	2	312.3	5.7886	100
3354	Aluminum extruded products	4	2	92.1	3.6991	90
3361	Aluminum foundries	25	8	156.9	5.2194	59
3369	Nonferrous foundries n.e.c.	15	4	59.6	3.3547	58
3411	Metal cans	13	11	843.6	7.6849	97
3412	Metal shipping barrels, drums, & pails	13	4	116.0	8.6878	70
3423	Hand & edge tools n.e.c.	21	5	148.1	4.4548	61
3429	Hardware n.e.c.	34	13	483.3	5.3278	72
3432	Plumbing fittings & brass goods	8	5	187.8	9.3619	94
3441	Fabricated structural metal	54	9	575.5	2.7642	41
3442	Metal doors, sash, & trim	35	6	173.6	2.3313	39
3444	Sheet-metal work	50	14	447.4	3.7753	66
3446	Architectural & ornamental metal work	12	4	69.9	4.9156	65
3449	Miscellaneous metal work	17	3	281.0	5.1636	38
3451	Screw-machine products	76	8	207.0	9.3433	28
3452	Bolts, nuts, rivets, & washers	55	18	351.5	9.0977	68
3462	Iron & steel forgings	38	13	525.7	9.8866	79
3465	Automotive stampings	2	2	673.4	7.5527	100
3466	Crowns & closures	7	4	304.0	21.2128	92
3469	Metal stampings n.e.c.	84	20	511.2	4.3772	62
3471	Plating & polishing	82	11	167.7	6.8817	30
3479	Metal coating & allied services n.e.c.	34	8	159.9	3.9731	49
3493	Steel springs, except wire	12	4	157.0	12.3099	66
3494	Valves & pipe fittings	18	7	281.2	2.4801	74
3495	Wire springs	11	5	238.8	11.9334	86
3496	Miscellaneous fabricated wire products	50	10	269.6	6.0022	46
3499	Fabricated metal products n.e.c.	54	14	522.0	5.9117	58
3523	Farm machinery & equipment	8	3	159.8	1.6054	85
3531	Construction machinery	9	5	307.4	2.5396	93
3537	Industrial trucks & tractors	13	7	134.4	4.8522	89
3541	Metal-cutting machine tools	27	7	133.7	3.0680	59
3542	Metal-forming machine tools	19	6	171.8	11.3933	85
3544	Special dies, tools, jigs, & fixtures	145	15	365.3	6.3509	32
3545	Machine-tool accessories	18	7	94.1	2.8588	75
3546	Power-driven hand tools	6	4	57.2	4.4242	89
3551	Food-products machinery	27	9	180.0	6.7137	73
3555	Printing-trades machinery	32	10	231.6	10.1561	70
3559	Special-industry machinery n.e.c.	35	12	471.1	5.2602	80
3561	Pumps & pumping equipment	25	11	323.1	4.8324	76
3563	Air & gas compressors	5	3	156.2	4.7597	94
3564	Blowers & exhaust & ventilation fans	13	4	82.6	3.6190	77
3566	Speed changers, drives, & gears	12	4	104.1	5.6383	66
3567	Industrial-process furnaces & ovens	13	5	95.1	6.4694	78
3568	Power-transmission equipment n.e.c.	16	5	312.5	7.8133	79
3569	General industrial machinery n.e.c.	31	13	363.5	6.4073	85
3573	Electronic computing equipment	9	6	236.8	.4586	93
3579	Office machines n.e.c.	25	13	1,183.9	10.4047	90
3585	Refrigeration & heating equipment	17	6	221.1	1.4211	82
3589	Service-industry machinery n.e.c.	22	3	167.4	5.4676	55
3599	Machinery, except electrical, n.e.c.	144	10	525.6	4.5924	36
3612	Transformers	19	5	192.2	6.8050	79
3613	Switchgear & switchboard apparatus	23	10	368.9	7.3858	86
3621	Motors & generators	22	10	250.2	3.2114	82
3622	Industrial controls	21	9	204.8	3.9123	74
3632	Household refrigerators & freezers	1	1	164.8	6.9055	100
3643	Current-carrying wiring devices	15	6	89.3	3.2818	79
3645	Residential electric lighting fixtures	17	6	140.9	10.7870	83
3646	Commercial electric lighting fixtures	10	2	101.5	5.5638	62
3648	Lighting equipment n.e.c.	16	4	115.3	6.1281	56
3651	Radio & TV receiving sets	19	11	717.6	9.7946	93

1986 **S&MM** Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3661	Telephone & telegraph apparatus	8	7	2,564.0	13.4723	100
3662	Radio & TV communication equipment	37	16	794.1	2.3528	91
3671	Electron tubes	4	2	177.2	10.4174	98
3677	Electronic coils & transformers	17	6	97.9	7.7208	65
3678	Electronic connectors	6	5	145.7	6.4089	94
3679	Electronic components n.e.c.	54	21	567.5	2.9012	83
3693	X-ray apparatus & tubes	12	10	407.3	7.6855	98
3694	Engine electrical equipment	7	4	134.5	2.5183	93
3699	Electrical equipment & supplies n.e.c.	13	4	132.4	6.2737	64
3711	Motor vehicles & passenger-car bodies	3	3	1,668.9	1.7395	100
3714	Motor-vehicle parts & accessories	51	17	645.2	1.6874	76
3743	Railroad equipment	17	5	468.8	10.0796	88
3811	Engineering & scientific instruments	15	7	119.0	3.0610	84
3822	Environmental controls	10	4	91.3	5.2918	93
3825	Electricity-measuring instruments	13	5	171.0	3.0701	77
3829	Measuring & controlling devices n.e.c.	13	6	94.2	3.5379	73
3841	Surgical & medical instruments	20	9	377.5	7.4597	93
3842	Surgical appliances & supplies	13	4	131.5	1.9735	71
3843	Dental equipment & supplies	15	7	150.6	9.9583	86
3861	Photographic equipment & supplies	38	9	338.1	2.9775	55
3944	Games, toys, & children's vehicles	14	10	515.4	7.2106	95
3949	Sporting & athletic goods n.e.c.	17	5	94.2	2.3186	58
3993	Signs & advertising displays	73	17	217.1	9.1607	58
3999	Manufactures n.e.c.	45	12	608.5	14.7508	85
4011	*Line-haul-operating railroads*	*14*	*8*	*4,036.7*	*16.3168*	*99*
4911	*Electric services*	*4*	*3*	*2,546.6*	*2.3283*	*100*
4924	*Natural-gas distribution*	*8*	*1*	*990.4*	*4.8988*	*87*
5051	*Metals service centers & sales offices*	*95*	*18*	*3,493.3*	*11.4742*	*63*
5063	*Electrical-power-equipment wholesalers*	*63*	*7*	*893.8*	*7.0865*	*64*
5065	*Electronic-parts wholesalers*	*36*		*321.5*	*3.2961*	*0*
5081	*Commercial-equipment wholesalers*	*74*	*17*	*661.2*	*10.8673*	*83*
5084	*Industrial-machinery distributors*	*125*	*13*	*852.6*	*5.0078*	*34*
5085	*Industrial-supply distributors*	*108*	*4*	*642.3*	*3.2391*	*16*
6025	*National banks, federal reserve system*	*88*	*36*	*7,346.0*	*5.3231*	*94*
7011	*Hotels, motels, & tourist courts*	*110*	*58*	*795.7*	*2.5612*	*91*
7372	*Computer programming & software*	*29*	*6*	*164.6*	*1.4402*	*73*
7374	*Data-processing services*	*48*	*10*	*261.3*	*3.2512*	*65*
8062	*General medical & surgical hospitals*	*75*	*73*	*3,136.1*	*2.8416*	*100*
8221	*Colleges & universities n.e.c.*	*26*	*19*	*804.0*	*3.0122*	*98*
Crawford	**All mfg.**	**14**	**6**	**1,115.6**	**.0517**	**94**
Cumberland	**All mfg.**	**4**	**2**	**42.2**	**.0020**	**86**
De Kalb	**All mfg.**	**49**	**16**	**563.8**	**.0261**	**75**
De Witt	**All mfg.**	**9**	**3**	**95.9**	**.0044**	**77**
Douglas	**All mfg.**	**13**	**3**	**170.4**	**.0079**	**72**
Du Page	**All mfg.**	**599**	**154**	**5,994.7**	**.2780**	**67**
1622	*Bridge & tunnel construction*	*1*	*1*	*228.8*	*3.3872*	*100*
1629	*Heavy construction n.e.c.*	*4*	*2*	*180.0*	*.6820*	*95*
2721	Periodicals	5	2	345.1	2.8226	95
2751	Letterpress commercial printing	18	1	55.0	.5878	43
2752	Lithographic commercial printing	20	5	137.9	1.0670	60
3079	Miscellaneous plastics products	39	13	208.0	.8731	73
3499	Fabricated metal products n.e.c.	11	4	213.6	2.4191	75
3544	Special dies, tools, jigs, & fixtures	25	1	53.6	.9319	9
3599	Machinery, except electrical, n.e.c.	20	2	72.5	.6335	46
3661	Telephone & telegraph apparatus	4	2	190.3	.9999	94
4924	*Natural-gas distribution*	*4*	*1*	*536.8*	*2.6552*	*89*
5084	*Industrial-machinery distributors*	*24*	*2*	*184.2*	*1.0819*	*41*
7011	*Hotels, motels, & tourist courts*	*21*	*8*	*86.4*	*.2781*	*78*
7372	*Computer programming & software*	*16*	*5*	*200.2*	*1.7517*	*78*
8062	*General medical & surgical hospitals*	*5*	*5*	*264.1*	*.1461*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*2*	*52.0*	*.1948*	*86*
Edgar	**All mfg.**	**11**	**6**	**122.5**	**.0057**	**82**
Edwards	**All mfg.**	**5**	**4**	**149.8**	**.0069**	**99**
3714	Motor-vehicle parts & accessories	3	3	139.5	.3648	100
Effingham	**All mfg.**	**20**	**7**	**354.7**	**.0164**	**84**
2752	Lithographic commercial printing	3	2	243.5	1.8840	99
3585	Refrigeration & heating equipment	2	2	33.7	.2166	100
Fayette	**All mfg.**	**9**	**3**	**87.0**	**.0040**	**67**
Ford	**All mfg.**	**15**	**5**	**110.3**	**.0051**	**57**
Franklin	**All mfg.**	**12**	**1**	**39.3**	**.0018**	**18**
1211	*Bituminous-coal & lignite mining*	*3*	*3*	*186.6*	*1.1484*	*100*
Fulton	**All mfg.**	**10**	**2**	**89.0**	**.0041**	**29**
Gallatin	**All mfg.**	**3**	**1**	**23.1**	**.0011**	**58**
Greene	**All mfg.**	**3**	**2**	**19.9**	**.0009**	**66**
Grundy	**All mfg.**	**26**	**8**	**723.8**	**.0336**	**76**
4912	*Nuclear power*	*3*	*3*	*692.1*	*2.4609*	*100*
Hamilton	**All mfg.**	**2**		**5.2**	**.0002**	**0**
Hancock	**All mfg.**	**6**	**1**	**50.6**	**.0023**	**9**
Hardin	**All mfg.**	**1**	**1**	**11.5**	**.0005**	**100**
Henry	**All mfg.**	**23**	**9**	**330.4**	**.0153**	**79**
Iroquois	**All mfg.**	**24**	**7**	**264.3**	**.0123**	**70**
Jackson	**All mfg.**	**12**	**4**	**101.3**	**.0047**	**58**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*53.3*	*.1997*	*100*
Jasper	**All mfg.**	**3**	**2**	**55.5**	**.0026**	**96**
Jefferson	**All mfg.**	**13**	**6**	**228.4**	**.0106**	**90**
Jersey	**All mfg.**	**2**	**2**	**12.2**	**.0006**	**100**
Jo Daviess	**All mfg.**	**18**	**5**	**174.3**	**.0081**	**65**
Kane	**All mfg.**	**342**	**110**	**4,616.9**	**.2141**	**78**
2335	Women's & misses' dresses	1	1	77.7	2.2211	100
2522	Metal office furniture	3	3	158.0	4.7007	100
2542	Metal partitions & fixtures	4	4	134.9	6.2689	100
3079	Miscellaneous plastics products	32	9	153.8	.6456	57
3293	Gaskets, packing, & sealing devices	5	2	81.3	3.9516	83
3537	Industrial trucks & tractors	3	1	280.4	10.1231	98
3622	Industrial controls	6	1	120.5	2.3019	87
3661	Telephone & telegraph apparatus	3	3	471.1	2.4754	100
3662	Radio & TV communication equipment	4	2	162.9	.4826	94
3964	Needles, pins, & fasteners	1	1	41.7	3.8324	100
4924	*Natural-gas distribution*	*2*	*1*	*672.9*	*3.3284*	*97*
5084	*Industrial-machinery distributors*	*4*	*1*	*143.4*	*.8423*	*92*
8062	*General medical & surgical hospitals*	*6*	*6*	*265.0*	*.1466*	*100*
Kankakee	**All mfg.**	**51**	**20**	**1,050.2**	**.0487**	**83**
2047	Pet food	3	2	175.0	3.4592	94
3524	Lawn & garden equipment	1	1	77.2	4.4506	100
8062	*General medical & surgical hospitals*	*3*	*3*	*146.8*	*.0812*	*100*
Kendall	**All mfg.**	**19**	**3**	**122.3**	**.0057**	**42**
Knox	**All mfg.**	**21**	**7**	**176.7**	**.0082**	**52**
Lake	**All mfg.**	**266**	**90**	**4,284.9**	**.1987**	**85**
2051	Bread, cake, & related products	2	1	272.3	1.7096	98
2751	Letterpress commercial printing	13	5	222.6	2.3791	93
2834	Pharmaceutical preparations	5	3	1,038.7	4.8672	99
3079	Miscellaneous plastics products	20	7	96.6	.4055	65
3519	Internal-combustion engines n.e.c.	1	1	532.2	5.3657	100
3531	Construction machinery	2	2	120.2	.9931	100
3643	Current-carrying wiring devices	3	2	79.5	2.9216	97
4912	*Nuclear power*	*2*	*2*	*780.2*	*2.7742*	*100*
6025	*National banks, federal reserve system*	*18*	*2*	*244.8*	*.1774*	*31*
7011	*Hotels, motels, & tourist courts*	*8*	*4*	*52.9*	*.1703*	*86*
8062	*General medical & surgical hospitals*	*8*	*8*	*424.2*	*.2347*	*100*
La Salle	**All mfg.**	**78**	**28**	**1,408.5**	**.0653**	**75**
3211	Flat glass	1	1	217.1	7.9872	100
3221	Glass containers	2	2	202.7	4.7385	100
3241	Hydraulic cement	2	2	122.4	2.4985	100
4912	*Nuclear power*	*1*	*1*	*403.6*	*1.4351*	*100*
8062	*General medical & surgical hospitals*	*4*	*3*	*78.6*	*.0435*	*94*
Lawrence	**All mfg.**	**4**	**3**	**518.6**	**.0241**	**99**
Lee	**All mfg.**	**23**	**12**	**330.2**	**.0153**	**82**
3714	Motor-vehicle parts & accessories	2	2	105.3	.2754	100
Livingston	**All mfg.**	**30**	**11**	**364.3**	**.0169**	**81**
2751	Letterpress commercial printing	3	3	70.9	.7578	100
Logan	**All mfg.**	**14**	**5**	**195.6**	**.0091**	**78**
McDonough	**All mfg.**	**13**	**6**	**229.8**	**.0107**	**82**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*70.4*	*.2638*	*100*
McHenry	**All mfg.**	**173**	**65**	**1,779.3**	**.0825**	**78**
3079	Miscellaneous plastics products	14	3	51.0	.2141	44
3622	Industrial controls	3	2	96.8	1.8492	93
3679	Electronic components n.e.c.	12	4	135.7	.6937	86
McLean	**All mfg.**	**36**	**11**	**489.8**	**.0227**	**76**
3622	Industrial controls	1	1	70.7	1.3506	100
3635	Household vacuum cleaners	1	1	128.4	17.9179	100
8062	*General medical & surgical hospitals*	*3*	*3*	*75.2*	*.0416*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*96.9*	*.3630*	*100*
Macon	**All mfg.**	**57**	**22**	**2,374.3**	**.1101**	**90**
2046	Wet corn milling	2	2	756.7	18.4368	100
3011	Tires & inner tubes	1	1	160.8	2.2099	100
3322	Malleable-iron foundries	2	1	50.5	7.2945	97
3494	Valves & pipe fittings	2	2	63.5	.5600	100
3531	Construction machinery	1	1	500.6	4.1358	100
4931	*Electric & other services combined*	*1*	*1*	*759.0*	*2.5664*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*75.9*	*.0420*	*100*
Macoupin	**All mfg.**	**15**	**5**	**141.3**	**.0066**	**71**
1211	*Bituminous-coal & lignite mining*	*3*	*2*	*140.9*	*.8671*	*95*
Madison	**All mfg.**	**86**	**34**	**4,766.0**	**.2210**	**93**
2911	Petroleum refining	3	2	2,470.6	1.7622	99
3312	Blast furnaces & steel mills	3	2	685.5	2.3165	99
3351	Copper rolling & drawing	1	1	214.9	6.3108	100
3482	Small-arms ammunition	1	1	319.8	19.4183	100
8062	*General medical & surgical hospitals*	*7*	*7*	*199.6*	*.1104*	*100*
Marion	**All mfg.**	**31**	**14**	**693.4**	**.0322**	**88**
2754	Gravure commercial printing	1	1	219.7	12.5622	100
3079	Miscellaneous plastics products	4	3	66.3	.2783	99
8062	*General medical & surgical hospitals*	*3*	*3*	*67.1*	*.0371*	*100*
Marshall	**All mfg.**	**6**	**2**	**139.9**	**.0065**	**90**
Mason	**All mfg.**	**8**		**34.3**	**.0016**	**0**
Massac	**All mfg.**	**4**	**3**	**68.7**	**.0032**	**79**
Menard	**All mfg.**	**3**	**1**	**19.2**	**.0009**	**20**
Mercer	**All mfg.**	**3**		**7.1**	**.0003**	**0**
Monroe	**All mfg.**	**3**		**9.3**	**.0004**	**0**
Montgomery	**All mfg.**	**18**	**5**	**155.7**	**.0072**	**71**
Morgan	**All mfg.**	**16**	**8**	**404.7**	**.0188**	**94**
3079	Miscellaneous plastics products	1	1	48.2	.2023	100
Moultrie	**All mfg.**	**11**	**4**	**83.3**	**.0039**	**59**

1986 **S&MM** Est.

ILLINOIS (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab.
Ogle	**All mfg.**	**32**	**15**	**657.2**	**.0305**	**89**
2283	Wool-yarn mills	1	1	48.8	9.3576	100
Peoria	**All mfg.**	**93**	**26**	**3,663.9**	**.1699**	**91**
3312	Blast furnaces & steel mills	1	1	83.8	.2832	100
3321	Gray-iron foundries	1	1	334.0	3.5027	100
3519	Internal-combustion engines n.e.c.	1	1	1,412.2	14.2380	100
3531	Construction machinery	3	3	973.0	8.0386	100
4931	*Electric & other services combined*	*2*	*1*	*22.4*	*.0757*	*94*
7011	*Hotels, motels, & tourist courts*	*7*	*3*	*37.4*	*.1204*	*77*
8062	*General medical & surgical hospitals*	*4*	*4*	*272.9*	*.1510*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*52.6*	*.1971*	*100*
Perry	**All mfg.**	**8**	**4**	**153.2**	**.0071**	**83**
1211	*Bituminous-coal & lignite mining*	*3*	*3*	*212.0*	*1.3047*	*100*
Piatt	**All mfg.**	**6**	**1**	**68.7**	**.0032**	**41**
Pike	**All mfg.**	**9**		**75.8**	**.0035**	**0**
Pulaski	**All mfg.**	**4**		**23.1**	**.0011**	**0**
Putnam	**All mfg.**	**6**	**2**	**129.4**	**.0060**	**65**
Randolph	**All mfg.**	**9**	**5**	**567.0**	**.0263**	**96**
2732	Book printing	1	1	398.4	9.4594	100
Richland	**All mfg.**	**8**	**1**	**128.8**	**.0060**	**68**
3751	Motorcycles, bicycles, & parts	2	1	91.6	5.5963	96
Rock Island	**All mfg.**	**81**	**30**	**2,509.6**	**.1164**	**85**
3523	Farm machinery & equipment	5	5	1,303.6	13.0968	100
8062	*General medical & surgical hospitals*	*4*	*4*	*148.1*	*.0819*	*100*
St. Clair	**All mfg.**	**68**	**23**	**1,176.7**	**.0546**	**77**
2819	Industrial inorganic chemicals n.e.c.	3	1	272.9	1.6019	94
8062	*General medical & surgical hospitals*	*5*	*5*	*206.4*	*.1142*	*100*
Saline	**All mfg.**	**9**	**1**	**36.8**	**.0017**	**10**
Sangamon	**All mfg.**	**55**	**13**	**750.3**	**.0348**	**68**
8062	*General medical & surgical hospitals*	*4*	*4*	*272.9*	*.1510*	*100*
Schuyler	**All mfg.**	**2**		**13.2**	**.0006**	**0**
Scott	**All mfg.**	**2**		**4.3**	**.0002**	**0**
Shelby	**All mfg.**	**2**	**1**	**91.0**	**.0042**	**94**
Stark	**All mfg.**	**6**	**2**	**37.3**	**.0017**	**45**
Stephenson	**All mfg.**	**27**	**11**	**640.6**	**.0297**	**92**
3011	Tires & inner tubes	1	1	144.7	1.9886	100
3643	Current-carrying wiring devices	1	1	157.0	5.7697	100
Tazewell	**All mfg.**	**33**	**8**	**305.7**	**.0142**	**70**
Union	**All mfg.**	**9**	**6**	**113.5**	**.0053**	**87**
Vermilion	**All mfg.**	**68**	**27**	**1,232.3**	**.0571**	**84**
3079	Miscellaneous plastics products	3	3	60.7	.2548	100
3537	Industrial trucks & tractors	2	1	113.7	4.1048	95
8062	*General medical & surgical hospitals*	*4*	*4*	*148.3*	*.0820*	*100*
Wabash	**All mfg.**	**12**	**7**	**216.8**	**.0101**	**83**
Warren	**All mfg.**	**5**	**2**	**145.9**	**.0068**	**75**
Washington	**All mfg.**	**4**		**30.1**	**.0014**	**0**
Wayne	**All mfg.**	**7**	**4**	**132.5**	**.0061**	**93**
White	**All mfg.**	**3**	**1**	**12.0**	**.0006**	**38**
Whiteside	**All mfg.**	**38**	**16**	**808.0**	**.0375**	**86**
3312	Blast furnaces & steel mills	2	1	278.5	.9411	95
3429	Hardware n.e.c.	4	3	140.5	1.5488	97
3822	Environmental controls	1	1	37.9	2.1967	100
Will	**All mfg.**	**155**	**42**	**2,374.7**	**.1101**	**79**
3531	Construction machinery	1	1	291.6	2.4091	100
3931	Musical instruments & parts	1	1	82.6	5.4278	100
8062	*General medical & surgical hospitals*	*2*	*2*	*55.4*	*.0307*	*100*
Williamson	**All mfg.**	**28**	**7**	**255.0**	**.0118**	**56**
3633	Household laundry equipment	1	1	60.8	3.1079	100
8062	*General medical & surgical hospitals*	*3*	*3*	*62.9*	*.0348*	*100*
Winnebago	**All mfg.**	**314**	**97**	**3,905.5**	**.1811**	**77**
2834	Pharmaceutical preparations	1	1	201.9	.9461	100
3429	Hardware n.e.c.	3	2	208.1	2.2940	96
3452	Bolts, nuts, rivets, & washers	11	5	212.6	5.5026	88
3541	Metal-cutting machine tools	12	7	233.7	5.3627	95
3545	Machine-tool accessories	6	4	47.3	1.4370	89
3561	Pumps & pumping equipment	6	5	151.4	2.2644	97
3599	Machinery, except electrical, n.e.c.	26	2	79.6	.6955	28
3671	Electron tubes	2	2	66.3	3.8977	100
3694	Engine electrical equipment	2	2	172.5	3.2297	100
3714	Motor-vehicle parts & accessories	4	4	242.4	.6339	100
3728	Aircraft equipment n.e.c.	2	1	318.7	2.6420	99
3822	Environmental controls	2	1	35.8	2.0750	96
8062	*General medical & surgical hospitals*	*4*	*4*	*174.6*	*.0966*	*100*
Woodford	**All mfg.**	**15**	**3**	**151.6**	**.0070**	**33**
STATE TOTAL	**All mfg.**	**8,493**	**2,660**	**127,022.5**	**5.8909**	**79**

INDIANA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab.
Adams	**All mfg.**	**31**	**16**	**385.9**	**.0179**	**78**
Allen	**All mfg.**	**212**	**62**	**3,190.4**	**.1480**	**77**
3011	Tires & inner tubes	1	1	223.2	3.0675	100
3079	Miscellaneous plastics products	16	8	112.5	.4722	80
3612	Transformers	1	1	47.2	1.6712	100
3621	Motors & generators	4	4	160.3	2.0575	100

1986 **S&MM** Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab.
3662	Radio & TV communication equipment	2	2	510.4	1.5122	100
6025	*National banks, federal reserve system*	*3*	*3*	*170.5*	*.1235*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*589.3*	*.3260*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*49.6*	*.1858*	*93*
Bartholomew	**All mfg.**	**42**	**17**	**1,706.8**	**.0792**	**95**
2514	Metal household furniture	1	1	104.6	4.5556	100
3519	Internal-combustion engines n.e.c.	2	2	1,084.2	10.9311	100
3714	Motor-vehicle parts & accessories	1	1	121.5	.3178	100
Benton	**All mfg.**	**8**		**43.8**	**.0020**	**0**
Blackford	**All mfg.**	**24**	**7**	**219.8**	**.0102**	**72**
Boone	**All mfg.**	**14**	**4**	**147.2**	**.0068**	**74**
Brown	**All mfg.**	**2**		**4.3**	**.0002**	**0**
Carroll	**All mfg.**	**14**	**6**	**207.5**	**.0096**	**83**
Cass	**All mfg.**	**34**	**16**	**661.9**	**.0307**	**89**
8062	*General medical & surgical hospitals*	*2*	*2*	*58.4*	*.0323*	*100*
Clark	**All mfg.**	**36**	**13**	**800.1**	**.0371**	**87**
3483	Ammunition, except small-arms, n.e.c.	2	1	48.8	3.3136	97
Clay	**All mfg.**	**9**	**1**	**35.0**	**.0016**	**24**
Clinton	**All mfg.**	**24**	**10**	**453.3**	**.0210**	**70**
3873	Watches, clocks, & watchcases	1	1	57.3	3.1172	100
Crawford	**All mfg.**	**3**		**17.1**	**.0008**	**0**
Daviess	**All mfg.**	**13**	**2**	**83.7**	**.0039**	**31**
Dearborn	**All mfg.**	**16**	**6**	**1,305.4**	**.0605**	**98**
2085	Distilled liquor, except brandy	2	2	1,213.6	24.5579	100
Decatur	**All mfg.**	**14**	**6**	**146.4**	**.0068**	**63**
De Kalb	**All mfg.**	**36**	**19**	**555.8**	**.0258**	**86**
3069	Fabricated rubber products n.e.c.	4	3	45.6	.8474	93
Delaware	**All mfg.**	**73**	**24**	**1,472.2**	**.0683**	**87**
3612	Transformers	1	1	85.5	3.0272	100
3714	Motor-vehicle parts & accessories	5	4	716.4	1.8736	99
8062	*General medical & surgical hospitals*	*1*	*1*	*66.1*	*.0366*	*100*
Dubois	**All mfg.**	**58**	**30**	**698.3**	**.0324**	**87**
2434	Wood kitchen cabinets	4	4	80.7	5.9078	100
2511	Wood household furniture	5	4	57.8	.7981	92
2517	Wood TV & radio cabinets	1	1	107.6	17.4534	100
2521	Wood office furniture	11	7	106.0	4.5187	86
Elkhart	**All mfg.**	**379**	**133**	**5,236.2**	**.2428**	**81**
2451	Mobile homes	25	12	320.0	6.5576	80
2834	Pharmaceutical preparations	2	2	254.7	1.1935	100
2869	Industrial organic chemicals n.e.c.	1	1	1,125.9	3.5300	100
3069	Fabricated rubber products n.e.c.	9	4	65.5	1.2172	83
3079	Miscellaneous plastics products	14	5	59.2	.2485	55
3711	Motor vehicles & passenger-car bodies	8	2	414.1	.4316	81
3714	Motor-vehicle parts & accessories	9	3	127.6	.3337	79
3732	Boat building & repairing	6	5	88.8	4.0684	96
3792	Travel trailers & campers	43	19	346.6	22.3195	81
3799	Transportation equipment n.e.c.	14	5	75.7	11.5203	70
3822	Environmental controls	1	1	44.3	2.5677	100
3842	Surgical appliances & supplies	1	1	130.2	1.9540	100
3931	Musical instruments & parts	9	5	185.7	12.2027	93
8062	*General medical & surgical hospitals*	*2*	*2*	*79.5*	*.0440*	*100*
Fayette	**All mfg.**	**18**	**9**	**908.1**	**.0421**	**97**
3585	Refrigeration & heating equipment	1	1	255.9	1.6448	100
3639	Household appliances n.e.c.	1	1	153.5	7.6054	100
3714	Motor-vehicle parts & accessories	3	3	360.0	.9415	100
Floyd	**All mfg.**	**39**	**16**	**390.1**	**.0181**	**66**
Fountain	**All mfg.**	**10**	**5**	**128.7**	**.0060**	**80**
Franklin	**All mfg.**	**4**	**3**	**74.4**	**.0035**	**93**
Fulton	**All mfg.**	**27**	**11**	**313.6**	**.0145**	**77**
Gibson	**All mfg.**	**15**	**5**	**344.0**	**.0160**	**83**
Grant	**All mfg.**	**44**	**20**	**966.7**	**.0448**	**84**
3357	Nonferrous-wire drawing & insulating	2	2	198.6	2.8234	100
3662	Radio & TV communication equipment	1	1	154.6	.4581	100
3671	Electron tubes	1	1	152.9	8.9888	100
8062	*General medical & surgical hospitals*	*2*	*2*	*109.4*	*.0605*	*100*
Greene	**All mfg.**	**9**	**4**	**209.7**	**.0097**	**91**
Hamilton	**All mfg.**	**44**	**15**	**512.2**	**.0238**	**73**
3493	Steel springs, except wire	1	1	95.0	7.4486	100
Hancock	**All mfg.**	**10**	**6**	**179.2**	**.0083**	**92**
Harrison	**All mfg.**	**9**	**4**	**67.3**	**.0031**	**74**
Hendricks	**All mfg.**	**7**	**1**	**32.5**	**.0015**	**37**
Henry	**All mfg.**	**27**	**11**	**371.4**	**.0172**	**80**
8062	*General medical & surgical hospitals*	*2*	*2*	*88.6*	*.0490*	*100*
Howard	**All mfg.**	**32**	**16**	**1,624.8**	**.0754**	**96**
3312	Blast furnaces & steel mills	1	1	72.1	.2436	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
3369	Nonferrous foundries n.e.c.	1	1	65.0	3.6587	100
3651	Radio & TV receiving sets	1	1	505.3	6.8969	100
3714	Motor-vehicle parts & accessories	2	2	730.2	1.9097	100
8062	*General medical & surgical hospitals*	*2*	*2*	*60.7*	*.0336*	*100*
Huntington	**All mfg.**	**43**	**17**	**539.2**	**.0250**	**75**
3677	Electronic coils & transformers	3	3	74.7	5.8912	100
Jackson	**All mfg.**	**39**	**19**	**533.2**	**.0247**	**73**
Jasper	**All mfg.**	**11**	**5**	**201.7**	**.0094**	**75**
Jay	**All mfg.**	**18**	**6**	**251.5**	**.0117**	**75**
3229	Pressed & blown glass n.e.c.	1	1	83.3	2.0488	100
Jefferson	**All mfg.**	**17**	**8**	**203.5**	**.0094**	**81**
Jennings	**All mfg.**	**10**	**3**	**71.8**	**.0033**	**59**
8062	*General medical & surgical hospitals*	*2*	*2*	*63.4*	*.0351*	*100*
Johnson	**All mfg.**	**23**	**7**	**173.3**	**.0080**	**74**
3714	Motor-vehicle parts & accessories	2	2	95.9	.2508	100
Knox	**All mfg.**	**13**	**7**	**222.2**	**.0103**	**81**
8062	*General medical & surgical hospitals*	*1*	*1*	*57.8*	*.0320*	*100*
Kosciusko	**All mfg.**	**78**	**29**	**1,236.7**	**.0574**	**82**
2754	Gravure commercial printing	1	1	382.4	21.8652	100
3841	Surgical & medical instruments	2	1	126.8	2.5057	97
La Grange	**All mfg.**	**28**	**8**	**310.9**	**.0144**	**75**
3792	Travel trailers & campers	2	2	91.4	5.8858	100
Lake	**All mfg.**	**180**	**61**	**8,494.4**	**.3939**	**92**
2911	Petroleum refining	2	1	1,265.7	.9028	97
3312	Blast furnaces & steel mills	4	3	3,688.1	12.4630	100
3316	Cold-rolled steel sheet, strip, & bars	5	4	602.7	9.2863	98
3317	Steel pipe & tubes	3	2	159.7	2.4464	95
3325	Steel foundries n.e.c.	3	2	140.9	2.7235	95
3341	Secondary nonferrous metals	3	1	571.6	7.9629	95
3443	Fabricated plate work (boiler shops)	5	2	163.6	1.2038	85
3714	Motor-vehicle parts & accessories	1	1	96.8	.2532	100
6025	*National banks, federal reserve system*	*7*	*5*	*295.4*	*.2141*	*96*
8062	*General medical & surgical hospitals*	*6*	*6*	*359.5*	*.1989*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*60.5*	*.2267*	*100*
La Porte	**All mfg.**	**92**	**38**	**1,197.5**	**.0555**	**76**
3563	Air & gas compressors	2	2	111.3	3.3915	100
8062	*General medical & surgical hospitals*	*4*	*4*	*187.4*	*.1037*	*100*
Lawrence	**All mfg.**	**25**	**9**	**359.6**	**.0167**	**82**
3714	Motor-vehicle parts & accessories	4	3	164.7	.4307	97
Madison	**All mfg.**	**56**	**18**	**1,608.4**	**.0746**	**88**
3647	Vehicular lighting equipment	1	1	346.8	34.0033	100
3691	Storage batteries	1	1	414.6	14.4894	100
3694	Engine electrical equipment	1	1	295.2	5.5271	100
8062	*General medical & surgical hospitals*	*3*	*3*	*78.7*	*.0435*	*100*
Marion	**All mfg.**	**504**	**175**	**9,058.5**	**.4201**	**83**
1611	*Highway & street construction*	*9*	*4*	*106.7*	*.6169*	*85*
2051	Bread, cake, & related products	6	5	105.7	.6636	97
2086	Bottled & canned soft drinks	4	4	173.9	.9159	100
2711	Newspapers	3	1	92.1	.4167	95
2752	Lithographic commercial printing	12	3	94.5	.7312	67
2834	Pharmaceutical preparations	3	3	662.2	3.1030	100
3429	Hardware n.e.c.	3	2	112.7	1.2424	92
3443	Fabricated plate work (boiler shops)	8	4	128.3	.9441	66
3544	Special dies, tools, jigs, & fixtures	18	3	58.6	1.0188	39
3562	Ball & roller bearings	1	1	87.2	2.3469	100
3564	Blowers & exhaust & ventilation fans	5	4	71.9	3.1502	94
3568	Power-transmission equipment n.e.c.	4	2	222.4	5.5606	94
3585	Refrigeration & heating equipment	6	4	341.0	2.1918	97
3652	Phonograph records & pre-recorded tape	2	2	140.9	4.4747	100
3662	Radio & TV communication equipment	5	2	93.9	.2782	94
3679	Electronic components n.e.c.	6	2	176.5	.9023	95
3694	Engine electrical equipment	1	1	273.5	5.1208	100
3713	Truck & bus bodies	4	1	288.5	3.1489	97
3714	Motor-vehicle parts & accessories	6	5	465.8	1.2182	98
3724	Aircraft engines & engine parts	2	1	606.7	6.7490	99
4911	*Electric services*	*1*	*1*	*372.9*	*.3409*	*100*
5065	*Electronic-parts wholesalers*	*10*	*4*	*244.4*	*2.5056*	*75*
5081	*Commercial-equipment wholesalers*	*16*	*4*	*54.9*	*.9023*	*41*
5084	*Industrial-machinery distributors*	*30*	*3*	*155.5*	*.9133*	*33*
5085	*Industrial-supply distributors*	*31*	*2*	*226.6*	*1.1427*	*21*
6025	*National banks, federal reserve system*	*4*	*4*	*915.4*	*.6633*	*100*
7011	*Hotels, motels, & tourist courts*	*48*	*15*	*170.0*	*.5472*	*71*
8062	*General medical & surgical hospitals*	*11*	*11*	*953.1*	*.5273*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*2*	*49.7*	*.1862*	*88*
Marshall	**All mfg.**	**60**	**20**	**584.3**	**.0271**	**66**
Martin	**All mfg.**	**5**	**3**	**62.6**	**.0029**	**87**
Miami	**All mfg.**	**28**	**14**	**328.1**	**.0152**	**76**
Monroe	**All mfg.**	**31**	**12**	**801.0**	**.0371**	**91**
3632	Household refrigerators & freezers	1	1	103.0	4.3159	100
3651	Radio & TV receiving sets	1	1	289.1	3.9459	100
3662	Radio & TV communication equipment	1	1	82.3	.2438	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*126.0*	*.4721*	*100*
Montgomery	**All mfg.**	**23**	**15**	**757.8**	**.0351**	**93**
2732	Book printing	1	1	387.9	9.2101	100
Morgan	**All mfg.**	**12**	**5**	**102.9**	**.0048**	**69**
Newton	**All mfg.**	**10**	**5**	**102.9**	**.0048**	**57**
Noble	**All mfg.**	**48**	**19**	**502.2**	**.0233**	**73**
Orange	**All mfg.**	**9**	**7**	**162.4**	**.0075**	**95**
Owen	**All mfg.**	**5**	**2**	**35.3**	**.0016**	**75**
Parke	**All mfg.**	**5**	**1**	**24.2**	**.0011**	**45**
Perry	**All mfg.**	**11**	**7**	**148.4**	**.0069**	**89**
Pike	**All mfg.**	**1**		**15.5**	**.0007**	**0**
Porter	**All mfg.**	**33**	**12**	**1,196.3**	**.0555**	**91**
3312	Blast furnaces & steel mills	1	1	610.8	2.0640	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	224.3	3.4560	100
Posey	**All mfg.**	**10**	**4**	**512.3**	**.0238**	**92**
2821	Plastics materials & synthetic resins	1	1	237.6	1.1152	100
Pulaski	**All mfg.**	**11**	**5**	**138.1**	**.0064**	**71**
Putnam	**All mfg.**	**6**	**3**	**72.9**	**.0034**	**89**
Randolph	**All mfg.**	**23**	**10**	**285.6**	**.0132**	**82**
Ripley	**All mfg.**	**10**	**6**	**268.3**	**.0124**	**93**
2531	Public-building & related furniture	1	1	109.3	6.7707	100
3995	Burial caskets	1	1	97.1	12.0816	100
Rush	**All mfg.**	**10**	**4**	**107.4**	**.0050**	**59**
St. Joseph	**All mfg.**	**214**	**58**	**2,473.4**	**.1147**	**73**
3069	Fabricated rubber products n.e.c.	4	1	69.0	1.2823	93
3079	Miscellaneous plastics products	18	9	88.3	.3706	84
3568	Power-transmission equipment n.e.c.	4	2	139.5	3.4878	88
3711	Motor vehicles & passenger-car bodies	2	2	562.6	.5864	100
3714	Motor-vehicle parts & accessories	4	4	265.2	.6936	100
3728	Aircraft equipment n.e.c.	2	2	51.9	.4302	100
8062	*General medical & surgical hospitals*	*6*	*6*	*181.0*	*.1001*	*100*
Scott	**All mfg.**	**10**	**4**	**170.4**	**.0079**	**87**
Shelby	**All mfg.**	**31**	**13**	**428.8**	**.0199**	**78**
Spencer	**All mfg.**	**9**	**7**	**153.6**	**.0071**	**92**
Starke	**All mfg.**	**6**	**2**	**48.2**	**.0022**	**54**
Steuben	**All mfg.**	**26**	**9**	**273.2**	**.0127**	**71**
Sullivan	**All mfg.**	**6**	**2**	**26.2**	**.0012**	**42**
Switzerland	**All mfg.**	**4**	**2**	**46.6**	**.0022**	**80**
Tippecanoe	**All mfg.**	**55**	**25**	**1,377.8**	**.0639**	**86**
2834	Pharmaceutical preparations	1	1	164.7	.7718	100
3354	Aluminum extruded products	1	1	129.9	5.2173	100
8062	*General medical & surgical hospitals*	*3*	*2*	*104.0*	*.0575*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*70.3*	*.2634*	*100*
Tipton	**All mfg.**	**8**	**2**	**122.3**	**.0057**	**66**
Union	**All mfg.**	**2**	**1**	**20.7**	**.0010**	**69**
Vanderburgh	**All mfg.**	**124**	**53**	**3,005.1**	**.1394**	**90**
2023	Condensed & evaporated milk	1	1	636.4	12.2739	100
2086	Bottled & canned soft drinks	6	5	133.0	.7005	97
2834	Pharmaceutical preparations	1	1	325.6	1.5257	100
3079	Miscellaneous plastics products	14	9	117.8	.4945	88
3632	Household refrigerators & freezers	1	1	426.0	17.8504	100
8062	*General medical & surgical hospitals*	*4*	*4*	*238.2*	*.1318*	*100*
Vermillion	**All mfg.**	**8**	**4**	**178.2**	**.0083**	**92**
Vigo	**All mfg.**	**62**	**27**	**1,764.8**	**.0818**	**88**
3079	Miscellaneous plastics products	5	3	51.8	.2174	91
3353	Aluminum sheet, plate, & foil	1	1	312.1	5.7849	100
3652	Phonograph records & pre-recorded tape	1	1	260.8	8.2825	100
8062	*General medical & surgical hospitals*	*2*	*2*	*84.7*	*.0469*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*49.9*	*.1870*	*95*
Wabash	**All mfg.**	**32**	**17**	**531.5**	**.0246**	**82**
Warren	**All mfg.**	**2**		**7.4**	**.0003**	**0**
Warrick	**All mfg.**	**12**	**2**	**258.5**	**.0120**	**89**
1211	*Bituminous-coal & lignite mining*	*6*	*5*	*314.5*	*1.9355*	*95*
3353	Aluminum sheet, plate, & foil	1	1	218.6	4.0518	100
Washington	**All mfg.**	**18**	**8**	**164.2**	**.0076**	**79**
Wayne	**All mfg.**	**72**	**28**	**830.6**	**.0385**	**80**
3357	Nonferrous-wire drawing & insulating	2	1	97.3	1.3833	95
8062	*General medical & surgical hospitals*	*2*	*2*	*74.8*	*.0414*	*100*
Wells	**All mfg.**	**15**	**7**	**226.5**	**.0105**	**88**
White	**All mfg.**	**13**	**5**	**103.4**	**.0048**	**72**
Whitley	**All mfg.**	**20**	**4**	**80.5**	**.0037**	**24**
STATE TOTAL	**All mfg.**	**3,574**	**1,342**	**66,456.6**	**3.0820**	**84**

IOWA

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Adair	**All mfg.**	**2**	**2**	**37.3**	**.0017**	**100**
Adams	**All mfg.**	**3**	**2**	**10.7**	**.0005**	**82**
Allamakee	**All mfg.**	**8**	**5**	**100.9**	**.0047**	**60**
Appanoose	**All mfg.**	**3**	**2**	**46.2**	**.0021**	**93**
Audubon	**All mfg.**	**2**		**23.1**	**.0011**	**0**
Benton	**All mfg.**	**10**	**1**	**67.1**	**.0031**	**28**
Black Hawk	**All mfg.**	**60**	**17**	**1,339.9**	**.0621**	**86**
2011	Meat-packing plants	1	1	209.0	.4680	100
3523	Farm machinery & equipment	5	3	642.9	6.4590	99
8062	*General medical & surgical hospitals*	*4*	*4*	*124.4*	*.0688*	*100*
Boone	**All mfg.**	**15**	**4**	**124.6**	**.0058**	**52**
Bremer	**All mfg.**	**11**	**2**	**138.2**	**.0064**	**76**
Buchanan	**All mfg.**	**7**	**1**	**66.6**	**.0031**	**52**
Buena Vista	**All mfg.**	**8**	**2**	**58.7**	**.0027**	**32**
Butler	**All mfg.**	**1**		**5.2**	**.0002**	**0**
Calhoun	**All mfg.**	**5**		**25.8**	**.0012**	**0**

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
IOWA (cont.)						
Carroll	**All mfg.**	**9**	**2**	**143.0**	**.0066**	**61**
Cass	**All mfg.**	**16**	**4**	**147.4**	**.0068**	**57**
Cedar	**All mfg.**	**10**	**1**	**95.8**	**.0044**	**7**
Cerro Gordo	**All mfg.**	**35**	**14**	**398.5**	**.0185**	**60**
Cherokee	**All mfg.**	**12**	**3**	**228.5**	**.0106**	**87**
Chickasaw	**All mfg.**	**5**	**2**	**98.3**	**.0046**	**67**
Clarke	**All mfg.**	**8**	**2**	**88.8**	**.0041**	**79**
Clay	**All mfg.**	**15**	**3**	**240.5**	**.0112**	**68**
Clayton	**All mfg.**	**14**	**2**	**119.0**	**.0055**	**18**
Clinton	**All mfg.**	**35**	**19**	**920.3**	**.0427**	**91**
Crawford	**All mfg.**	**5**	**2**	**213.1**	**.0099**	**96**
Dallas	**All mfg.**	**14**	**1**	**231.3**	**.0107**	**75**
8062	*General medical & surgical hospitals*	*2*	*2*	*62.8*	*.0347*	*100*
Davis	**All mfg.**	**2**		**6.7**	**.0003**	**0**
Decatur	**All mfg.**	**3**	**1**	**15.3**	**.0007**	**63**
Delaware	**All mfg.**	**10**	**3**	**87.8**	**.0041**	**54**
Des Moines	**All mfg.**	**35**	**17**	**683.1**	**.0317**	**88**
3482	Small-arms ammunition	1	1	165.9	10.0735	100
3537	Industrial trucks & tractors	1	1	77.4	2.7943	100
Dickinson	**All mfg.**	**6**	**3**	**90.0**	**.0042**	**85**
Dubuque	**All mfg.**	**57**	**20**	**1,574.0**	**.0730**	**91**
2011	Meat-packing plants	2	1	611.8	1.3700	96
3531	Construction machinery	1	1	478.8	3.9557	100
8062	*General medical & surgical hospitals*	*3*	*3*	*83.4*	*.0461*	*100*
Emmet	**All mfg.**	**8**	**5**	**241.4**	**.0112**	**95**
Fayette	**All mfg.**	**15**	**2**	**85.3**	**.0040**	**27**
Floyd	**All mfg.**	**4**	**2**	**70.4**	**.0033**	**92**
Franklin	**All mfg.**	**7**	**3**	**58.5**	**.0027**	**80**
Fremont	**All mfg.**	**2**		**13.6**	**.0006**	**0**
Greene	**All mfg.**	**7**	**2**	**65.8**	**.0031**	**73**
Grundy	**All mfg.**	**8**	**1**	**74.5**	**.0035**	**4**
Hamilton	**All mfg.**	**16**	**3**	**226.3**	**.0105**	**70**
Hancock	**All mfg.**	**11**	**4**	**115.1**	**.0053**	**76**
Hardin	**All mfg.**	**19**	**5**	**192.2**	**.0089**	**61**
Harrison	**All mfg.**	**3**		**11.0**	**.0005**	**0**
Henry	**All mfg.**	**11**	**5**	**136.7**	**.0063**	**81**
Howard	**All mfg.**	**4**	**1**	**34.7**	**.0016**	**47**
Humboldt	**All mfg.**	**9**	**1**	**57.0**	**.0026**	**23**
Ida	**All mfg.**	**5**	**2**	**47.2**	**.0022**	**79**
Iowa	**All mfg.**	**16**	**6**	**99.5**	**.0046**	**69**
Jackson	**All mfg.**	**9**	**1**	**61.8**	**.0029**	**14**
Jasper	**All mfg.**	**12**	**3**	**321.4**	**.0149**	**86**
3633	Household laundry equipment	1	1	220.5	11.2713	100
3993	Signs & advertising displays	2	1	57.4	2.4220	95
Jefferson	**All mfg.**	**13**	**5**	**105.6**	**.0049**	**72**
Johnson	**All mfg.**	**19**	**8**	**567.2**	**.0263**	**89**
8062	*General medical & surgical hospitals*	*3*	*3*	*254.4*	*.1408*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*53.3*	*.1997*	*100*
Jones	**All mfg.**	**11**	**5**	**258.4**	**.0120**	**92**
Keokuk	**All mfg.**	**1**		**2.2**	**.0001**	**0**
Kossuth	**All mfg.**	**9**	**4**	**154.7**	**.0072**	**61**
Lee	**All mfg.**	**34**	**18**	**964.8**	**.0447**	**88**
3069	Fabricated rubber products n.e.c.	1	1	84.8	1.5759	100
3951	Pens & mechanical pencils	1	1	45.4	4.4078	100
Linn	**All mfg.**	**91**	**34**	**3,150.5**	**.1461**	**83**
2011	Meat-packing plants	1	1	501.2	1.1223	100
2043	Cereal breakfast foods	2	2	302.8	7.7198	100
3531	Construction machinery	5	3	159.8	1.3202	95
3551	Food-products machinery	2	2	60.4	2.2528	100
3662	Radio & TV communication equipment	4	2	675.7	2.0020	99
8062	*General medical & surgical hospitals*	*2*	*2*	*124.6*	*.0689*	*100*
Louisa	**All mfg.**	**4**	**1**	**57.5**	**.0027**	**61**
Lucas	**All mfg.**	**4**	**1**	**32.1**	**.0015**	**18**
Lyon	**All mfg.**	**4**	**1**	**29.5**	**.0014**	**21**
Madison	**All mfg.**	**1**		**8.2**	**.0004**	**0**
Mahaska	**All mfg.**	**16**	**4**	**141.4**	**.0066**	**59**
Marion	**All mfg.**	**9**	**4**	**398.7**	**.0185**	**92**
2431	Millwork	1	1	159.3	2.6029	100
8062	*General medical & surgical hospitals*	*3*	*3*	*72.0*	*.0398*	*100*
Marshall	**All mfg.**	**27**	**8**	**642.1**	**.0298**	**87**
3494	Valves & pipe fittings	2	1	306.2	2.7006	100
Mills	**All mfg.**	**1**		**5.5**	**.0003**	**0**
8062	*General medical & surgical hospitals*	*1*	*1*	*57.0*	*.0315*	*100*
Mitchell	**All mfg.**	**6**	**2**	**50.1**	**.0023**	**66**
Monona	**All mfg.**	**2**		**5.9**	**.0003**	**0**
Monroe	**All mfg.**	**5**	**2**	**33.6**	**.0016**	**83**
Montgomery	**All mfg.**	**10**	**4**	**128.9**	**.0060**	**72**
Muscatine	**All mfg.**	**37**	**16**	**1,292.7**	**.0600**	**93**
2522	Metal office furniture	1	1	117.7	3.5017	100
O'Brien	**All mfg.**	**7**	**2**	**237.6**	**.0110**	**39**
Osceola	**All mfg.**	**5**	**1**	**51.2**	**.0024**	**43**
Page	**All mfg.**	**12**	**5**	**170.0**	**.0079**	**78**
Palo Alto	**All mfg.**	**7**	**1**	**33.1**	**.0015**	**34**
Plymouth	**All mfg.**	**10**	**2**	**155.3**	**.0072**	**60**
Pocahontas	**All mfg.**	**6**	**2**	**20.4**	**.0009**	**60**
Polk	**All mfg.**	**164**	**50**	**2,851.2**	**.1322**	**76**
1622	*Bridge & tunnel construction*	*5*	*3*	*237.7*	*3.5190*	*97*
2721	Periodicals	5	2	170.3	1.3929	92
3011	Tires & inner tubes	2	2	361.9	4.9737	100
3523	Farm machinery & equipment	4	2	209.4	2.1038	97
3524	Lawn & garden equipment	1	1	66.1	3.8107	100
6025	*National banks, federal reserve system*	*7*	*3*	*241.5*	*.1750*	*92*
7011	*Hotels, motels, & tourist courts*	*27*	*6*	*74.3*	*.2392*	*53*
7374	*Data-processing services*	*2*	*1*	*53.1*	*.6607*	*88*
8062	*General medical & surgical hospitals*	*5*	*5*	*280.8*	*.1554*	*100*
Pottawattamie	**All mfg.**	**36**	**12**	**469.9**	**.0218**	**76**
8062	*General medical & surgical hospitals*	*2*	*2*	*201.8*	*.1116*	*100*
Poweshiek	**All mfg.**	**12**	**4**	**84.8**	**.0039**	**43**
Ringgold	**All mfg.**	**1**		**3.1**	**.0001**	**0**
Sac	**All mfg.**	**7**	**1**	**37.0**	**.0017**	**48**
Scott	**All mfg.**	**95**	**29**	**1,967.3**	**.0912**	**84**
3353	Aluminum sheet, plate, & foil	2	2	252.0	4.6709	100
3531	Construction machinery	4	3	493.3	4.0755	99
4931	*Electric & other services combined*	*2*	*1*	*351.7*	*1.1892*	*96*
8062	*General medical & surgical hospitals*	*3*	*3*	*154.8*	*.0856*	*100*
Shelby	**All mfg.**	**5**	**1**	**50.1**	**.0023**	**59**
Sioux	**All mfg.**	**27**	**8**	**285.3**	**.0132**	**34**
Story	**All mfg.**	**16**	**5**	**230.0**	**.0107**	**77**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*48.5*	*.1817*	*100*
Tama	**All mfg.**	**3**	**2**	**142.2**	**.0066**	**98**
Taylor	**All mfg.**	**4**	**1**	**31.7**	**.0015**	**14**
Union	**All mfg.**	**7**	**2**	**97.0**	**.0045**	**56**
Van Buren	**All mfg.**	**6**		**18.7**	**.0009**	**0**
Wapello	**All mfg.**	**16**	**6**	**334.5**	**.0155**	**82**
3523	Farm machinery & equipment	2	1	151.7	1.5241	94
Warren	**All mfg.**	**5**	**1**	**50.8**	**.0024**	**54**
Washington	**All mfg.**	**11**	**5**	**135.2**	**.0063**	**78**
Wayne	**All mfg.**	**6**	**1**	**37.5**	**.0017**	**24**
Webster	**All mfg.**	**31**	**12**	**785.9**	**.0364**	**81**
2011	Meat-packing plants	2	2	402.9	.9022	100
Winnebago	**All mfg.**	**11**	**4**	**401.0**	**.0186**	**90**
2451	Mobile homes	1	1	194.9	3.9940	100
Winneshiek	**All mfg.**	**11**	**2**	**65.3**	**.0030**	**31**
Woodbury	**All mfg.**	**62**	**20**	**729.3**	**.0338**	**54**
8062	*General medical & surgical hospitals*	*3*	*3*	*119.0*	*.0658*	*100*
Worth	**All mfg.**	**3**		**8.2**	**.0004**	**0**
Wright	**All mfg.**	**15**	**2**	**242.5**	**.0112**	**72**
STATE TOTAL	**All mfg.**	**1,497**	**482**	**27,093.8**	**1.2565**	**78**
KANSAS						
Allen	**All mfg.**	**16**	**5**	**191.3**	**.0089**	**68**
Anderson	**All mfg.**	**8**	**1**	**33.7**	**.0016**	**14**
Atchison	**All mfg.**	**14**	**6**	**264.5**	**.0123**	**83**
Barber	**All mfg.**	**2**	**1**	**23.5**	**.0011**	**94**
Barton	**All mfg.**	**13**	**4**	**148.2**	**.0069**	**77**
Bourbon	**All mfg.**	**14**	**5**	**104.0**	**.0048**	**70**
Brown	**All mfg.**	**5**	**2**	**32.1**	**.0015**	**71**
Butler	**All mfg.**	**14**	**5**	**937.6**	**.0435**	**96**
Chase	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Chautauqua	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Cherokee	**All mfg.**	**15**	**5**	**115.8**	**.0054**	**46**
Clark	**All mfg.**	**1**		**5.5**	**.0003**	**0**
Clay	**All mfg.**	**8**	**2**	**91.3**	**.0042**	**67**
Cloud	**All mfg.**	**6**	**1**	**113.7**	**.0053**	**6**
Coffey	**All mfg.**	**2**	**1**	**23.1**	**.0011**	**91**
Comanche	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Cowley	**All mfg.**	**28**	**11**	**1,057.1**	**.0490**	**91**
2011	Meat-packing plants	3	2	401.6	.8993	98
Crawford	**All mfg.**	**29**	**9**	**263.0**	**.0122**	**54**
Decatur	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Dickinson	**All mfg.**	**15**	**1**	**67.2**	**.0031**	**17**
Doniphan	**All mfg.**	**10**	**4**	**164.9**	**.0076**	**53**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Douglas	All mfg.	38	11	564.9	.0262	78
8221	*Colleges & universities n.e.c.*	*2*	*1*	*171.5*	*.6425*	*99*
Edwards	All mfg.	4		17.3	.0008	0
Ellis	All mfg.	12	2	96.5	.0045	34
Ellsworth	All mfg.	5	1	21.5	.0010	61
Finney	All mfg.	17		91.6	.0042	0
Ford	All mfg.	28	3	1,243.9	.0577	85
2011	Meat-packing plants	2	1	573.9	1.2851	98
2013	Sausages & other prepared meats	3	1	510.5	3.6509	93
Franklin	All mfg.	17	2	70.4	.0033	16
Geary	All mfg.	10	3	57.1	.0026	48
8062	*General medical & surgical hospitals*	*2*	*2*	*58.3*	*.0323*	*100*
Gove	All mfg.	3		22.1	.0010	0
Graham	All mfg.	1		2.7	.0001	0
Grant	All mfg.	5	1	45.0	.0021	26
Gray	All mfg.	1		9.6	.0004	0
Greeley	All mfg.	1		4.0	.0002	0
Harper	All mfg.	7		30.6	.0014	0
Harvey	All mfg.	29	7	259.4	.0120	56
Haskell	All mfg.	2		7.8	.0004	0
Jackson	All mfg.	2		14.7	.0007	0
Jefferson	All mfg.	2		8.0	.0004	0
Jewell	All mfg.	1	1	42.8	.0020	100
Johnson	All mfg.	186	46	1,937.5	.0899	72
3079	Miscellaneous plastics products	13	3	62.7	.2632	64
3662	Radio & TV communication equipment	2	1	58.1	.1721	88
7011	*Hotels, motels, & tourist courts*	*11*	*4*	*32.7*	*.1053*	*75*
8062	*General medical & surgical hospitals*	*2*	*2*	*101.9*	*.0564*	*100*
Kingman	All mfg.	3		15.9	.0007	0
Labette	All mfg.	30	10	384.5	.0178	70
3483	Ammunition, except small-arms, n.e.c.	2	2	72.2	4.9026	100
Lane	All mfg.	2		14.4	.0007	0
Leavenworth	All mfg.	17	5	219.2	.0102	73
8062	*General medical & surgical hospitals*	*5*	*4*	*103.7*	*.0574*	*95*
Lincoln	All mfg.	3		12.3	.0006	0
Linn	All mfg.	4		19.5	.0009	0
Logan	All mfg.	1		2.5	.0001	0
Lyon	All mfg.	19	6	1,514.3	.0702	91
2011	Meat-packing plants	2	2	1,280.3	2.8669	100
McPherson	All mfg.	31	8	2,194.5	.1018	94
2911	Petroleum refining	6	4	1,964.5	1.4012	97
Marion	All mfg.	13	2	79.9	.0037	55
Marshall	All mfg.	12	2	70.8	.0033	39
Meade	All mfg.	1		5.5	.0003	0
Miami	All mfg.	14	3	54.8	.0025	29
Mitchell	All mfg.	9	2	87.2	.0040	68
Montgomery	All mfg.	40	12	893.7	.0414	90
Morris	All mfg.	6		61.7	.0029	0
Morton	All mfg.	2		8.6	.0004	0
Nemaha	All mfg.	7	2	83.2	.0039	30
Neosho	All mfg.	25	9	166.1	.0077	74
Ness	All mfg.	1		2.0	.0001	0
Norton	All mfg.	1		5.3	.0002	0
Osage	All mfg.	3	1	44.0	.0020	61
Osborne	All mfg.	5		43.6	.0020	0
Ottawa	All mfg.	2	1	33.8	.0016	80
Pawnee	All mfg.	4		20.0	.0009	0
Phillips	All mfg.	4	1	133.7	.0062	34
Pottawatomie	All mfg.	5	1	54.9	.0025	46
Pratt	All mfg.	10		60.3	.0028	0
Reno	All mfg.	62	18	861.0	.0399	81
3561	Pumps & pumping equipment	1	1	156.6	2.3422	100
Republic	All mfg.	4		17.7	.0008	0
Rice	All mfg.	7	1	108.7	.0050	62
Riley	All mfg.	12	4	76.2	.0035	63
Rooks	All mfg.	1		6.3	.0003	0
Rush	All mfg.	4		18.8	.0009	0
Russell	All mfg.	5	1	30.1	.0014	52
Saline	All mfg.	48	8	464.8	.0216	68
Scott	All mfg.	1		114.0	.0053	0
Sedgwick	All mfg.	305	68	10,081.0	.4675	90
1311	*Crude petroleum & natural gas*	*41*		*722.7*	*2.0111*	*0*
1629	*Heavy construction n.e.c.*	*5*	*2*	*102.9*	*.3899*	*77*
2011	Meat-packing plants	5	4	1,009.1	2.2596	99
3079	Miscellaneous plastics products	11	3	285.5	1.1984	93
3574	Calculating & accounting machines	1	1	157.9	6.3079	100
3721	Aircraft	5	5	3,443.2	11.9054	100
3728	Aircraft equipment n.e.c.	27	5	131.0	1.0860	53
3761	Guided missiles & space vehicles	1	1	917.6	6.9466	100
3949	Sporting & athletic goods n.e.c.	3	2	130.2	3.2047	99
4911	*Electric services*	*3*	*1*	*382.4*	*.3496*	*95*
6025	*National banks, federal reserve system*	*6*	*3*	*224.1*	*.1624*	*91*
7011	*Hotels, motels, & tourist courts*	*14*	*3*	*31.7*	*.1020*	*49*
8062	*General medical & surgical hospitals*	*5*	*5*	*370.6*	*.2050*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*89.6*	*.3357*	*100*
Seward	All mfg.	5	3	713.5	.0331	99
2011	Meat-packing plants	1	1	522.8	1.1707	100
Shawnee	All mfg.	78	22	1,146.3	.0532	79
2771	Greeting-card publishing	1	1	122.2	5.0995	100
3011	Tires & inner tubes	1	1	278.4	3.8261	100
7011	*Hotels, motels, & tourist courts*	*13*	*5*	*136.0*	*.4378*	*91*
8062	*General medical & surgical hospitals*	*6*	*6*	*265.2*	*.1467*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*58.2*	*.2180*	*100*
Sheridan	All mfg.	1		3.8	.0002	0
Sherman	All mfg.	3	2	40.2	.0019	97
Smith	All mfg.	4		20.8	.0010	0
Stafford	All mfg.	3		12.3	.0006	0
Sumner	All mfg.	17	2	93.2	.0043	35
Thomas	All mfg.	3		3.3	.0002	0
Trego	All mfg.	2		4.3	.0002	0
Wabaunsee	All mfg.	1		5.0	.0002	0
Wallace	All mfg.	1		8.2	.0004	0
Washington	All mfg.	2		20.0	.0009	0
Wilson	All mfg.	14	4	243.2	.0113	70
Woodson	All mfg.	1		2.3	.0001	0
Wyandotte	All mfg.	175	36	4,165.8	.1932	79
2841	Soap & other detergents	2	2	493.0	5.7021	100
3296	Mineral wool	2	2	173.2	7.3430	100
3711	Motor vehicles & passenger-car bodies	1	1	1,801.5	1.8778	100
8062	*General medical & surgical hospitals*	*2*	*2*	*179.6*	*.0994*	*100*
STATE TOTAL	All mfg.	1,608	374	32,741.3	1.5184	81

KENTUCKY

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adair	All mfg.	8	1	60.9	.0028	47
Allen	All mfg.	9	4	82.1	.0038	83
Anderson	All mfg.	11	5	130.0	.0060	64
Ballard	All mfg.	5	2	100.0	.0046	90
Barren	All mfg.	22	7	214.6	.0100	64
Bell	All mfg.	9	2	73.1	.0034	69
Boone	All mfg.	35	16	355.1	.0165	79
3079	Miscellaneous plastics products	7	4	58.1	.2439	84
Bourbon	All mfg.	8	4	83.4	.0039	79
Boyd	All mfg.	19	8	1,843.0	.0855	97
2911	Petroleum refining	1	1	1,110.5	.7921	100
3312	Blast furnaces & steel mills	1	1	504.1	1.7035	100
Boyle	All mfg.	17	9	343.5	.0159	92
Bracken	All mfg.	2	1	15.2	.0007	75
Breckinridge	All mfg.	5	1	15.1	.0007	40
Bullitt	All mfg.	6	3	195.7	.0091	96
Butler	All mfg.	3	2	18.9	.0009	87
Caldwell	All mfg.	5	3	59.4	.0028	95
Calloway	All mfg.	10	4	213.3	.0099	83
8221	*Colleges & universities n.e.c.*	*1*	*1*	*55.4*	*.2076*	*100*
Campbell	All mfg.	28	7	270.8	.0126	64
Carlisle	All mfg.	2	2	25.4	.0012	100
Carroll	All mfg.	13	9	381.2	.0177	94
Carter	All mfg.	7	4	48.3	.0022	68
Casey	All mfg.	9	1	49.0	.0023	41
Christian	All mfg.	28	11	350.1	.0162	60
8062	*General medical & surgical hospitals*	*3*	*3*	*108.9*	*.0603*	*100*
Clark	All mfg.	16	7	525.1	.0244	92
Clay	All mfg.	2	1	24.7	.0011	91
Clinton	All mfg.	4	1	39.0	.0018	71
Crittenden	All mfg.	2	1	30.3	.0014	89
Cumberland	All mfg.	5	3	56.4	.0026	93
Daviess	All mfg.	43	21	748.2	.0347	81
Edmonson	All mfg.	1	1	9.9	.0005	100
Estill	All mfg.	3	1	20.7	.0010	73
Fayette	All mfg.	79	21	3,344.1	.1551	92
3433	Heating equipment, except electric	1	1	129.4	2.7369	100
3579	Office machines n.e.c.	2	2	2,427.7	21.3359	100
3613	Switchgear & switchboard apparatus	1	1	112.8	2.2584	100
7011	*Hotels, motels, & tourist courts*	*20*	*4*	*49.4*	*.1590*	*52*
8062	*General medical & surgical hospitals*	*7*	*7*	*319.5*	*.1768*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*53.3*	*.1997*	*100*
Fleming	All mfg.	2	2	45.4	.0021	100
Floyd	All mfg.	4	1	48.4	.0022	28
1211	*Bituminous-coal & lignite mining*	*4*	*2*	*75.4*	*.4640*	*91*
Franklin	All mfg.	13	9	349.6	.0162	95
2085	Distilled liquor, except brandy	2	2	226.2	4.5773	100
Fulton	All mfg.	9	5	109.5	.0051	92
Garrard	All mfg.	3	2	41.6	.0019	94
Grant	All mfg.	3	1	21.6	.0010	45
Graves	All mfg.	13	4	200.2	.0093	84
Grayson	All mfg.	11	5	121.9	.0057	85
Green	All mfg.	7	4	103.6	.0048	21
Greenup	All mfg.	7	4	141.5	.0066	78

1986 S&MM Est

KENTUCKY (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Hancock	**All mfg.**	**7**	**7**	**536.1**	**.0249**	**100**
3353	Aluminum sheet, plate, & foil	1	1	283.1	5.2474	100
Hardin	**All mfg.**	**27**	**11**	**365.9**	**.0170**	**80**
8062	*General medical & surgical hospitals*	*2*	*2*	*95.6*	*.0529*	*100*
Harlan	**All mfg.**	**6**		**23.7**	**.0011**	**0**
1211	*Bituminous-coal & lignite mining*	*10*	*6*	*179.8*	*1.1065*	*88*
Harrison	**All mfg.**	**10**	**8**	**208.5**	**.0097**	**99**
Hart	**All mfg.**	**6**	**3**	**66.2**	**.0031**	**63**
Henderson	**All mfg.**	**29**	**11**	**575.2**	**.0267**	**87**
3714	Motor-vehicle parts & accessories	2	2	106.7	.2791	100
Henry	**All mfg.**	**6**	**1**	**74.2**	**.0034**	**16**
Hickman	**All mfg.**	**1**	**1**	**17.7**	**.0008**	**100**
Hopkins	**All mfg.**	**18**	**8**	**295.5**	**.0137**	**83**
1211	*Bituminous-coal & lignite mining*	*9*	*4*	*135.9*	*.8364*	*76*
Jackson	**All mfg.**	**2**		**6.5**	**.0003**	**0**
Jefferson	**All mfg.**	**391**	**136**	**12,545.6**	**.5818**	**90**
2011	Meat-packing plants	4	2	448.1	1.0034	97
2013	Sausages & other prepared meats	1	1	106.0	.7581	100
2085	Distilled liquor, except brandy	5	3	608.8	12.3194	95
2086	Bottled & canned soft drinks	4	3	220.0	1.1587	93
2111	Cigarettes	2	2	1,198.8	9.2030	100
2711	Newspapers	5	1	90.0	.4072	92
2752	Lithographic commercial printing	16	6	97.2	.7521	61
2821	Plastics materials & synthetic resins	4	3	361.4	1.6963	96
2822	Synthetic rubber	3	3	861.3	13.8086	100
2851	Paints & allied products	16	4	209.8	1.8747	52
3353	Aluminum sheet, plate, & foil	4	3	272.6	5.0527	95
3494	Valves & pipe fittings	3	3	225.6	1.9897	100
3585	Refrigeration & heating equipment	3	2	1,541.7	9.9094	100
3631	Household cooking equipment	1	1	268.3	9.2164	100
3632	Household refrigerators & freezers	1	1	261.5	10.9575	100
3633	Household laundry equipment	1	1	220.5	11.2713	100
3639	Household appliances n.e.c.	2	1	278.9	13.8186	98
3662	Radio & TV communication equipment	1	1	176.5	.5229	100
3711	Motor vehicles & passenger-car bodies	2	2	1,603.0	1.6709	100
3713	Truck & bus bodies	1	1	317.2	3.4622	100
4011	*Line-haul-operating railroads*	*2*	*2*	*1,600.6*	*6.4698*	*100*
4931	*Electric & other services combined*	*2*	*1*	*555.1*	*1.8769*	*98*
6025	*National banks, federal reserve system*	*3*	*3*	*346.4*	*.2510*	*100*
7011	*Hotels, motels, & tourist courts*	*30*	*6*	*90.6*	*.2916*	*57*
8062	*General medical & surgical hospitals*	*16*	*15*	*827.8*	*.4580*	*100*
Jessamine	**All mfg.**	**16**	**5**	**96.0**	**.0045**	**56**
Johnson	**All mfg.**	**2**	**1**	**28.8**	**.0013**	**83**
Kenton	**All mfg.**	**53**	**13**	**379.0**	**.0176**	**56**
8062	*General medical & surgical hospitals*	*1*	*1*	*65.5*	*.0362*	*100*
Knox	**All mfg.**	**3**	**1**	**51.6**	**.0024**	**80**
Larue	**All mfg.**	**2**	**1**	**15.3**	**.0007**	**83**
Laurel	**All mfg.**	**15**	**5**	**170.4**	**.0079**	**66**
Lawrence	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Lee	**All mfg.**	**1**		**5.4**	**.0003**	**0**
Leslie	**All mfg.**	**1**	**1**	**8.3**	**.0004**	**100**
Letcher	**All mfg.**	**6**	**1**	**26.1**	**.0012**	**35**
1211	*Bituminous-coal & lignite mining*	*8*	*3*	*148.3*	*.9127*	*76*
Lewis	**All mfg.**	**2**	**2**	**42.1**	**.0020**	**100**
Lincoln	**All mfg.**	**3**	**1**	**15.2**	**.0007**	**54**
Livingston	**All mfg.**	**3**		**9.7**	**.0004**	**0**
Logan	**All mfg.**	**20**	**10**	**303.1**	**.0141**	**87**
Lyon	**All mfg.**	**1**	**1**	**10.6**	**.0005**	**100**
McCracken	**All mfg.**	**27**	**7**	**501.8**	**.0233**	**84**
2819	Industrial inorganic chemicals n.e.c.	2	2	350.2	2.0556	100
8062	*General medical & surgical hospitals*	*2*	*2*	*75.3*	*.0417*	*100*
McCreary	**All mfg.**	**3**	**1**	**13.8**	**.0006**	**61**
McLean	**All mfg.**	**4**	**1**	**27.7**	**.0013**	**78**
Madison	**All mfg.**	**21**	**13**	**292.9**	**.0136**	**90**
Magoffin	**All mfg.**	**1**	**1**	**12.2**	**.0006**	**100**
Marion	**All mfg.**	**6**	**2**	**38.4**	**.0018**	**48**
Marshall	**All mfg.**	**10**	**7**	**742.1**	**.0344**	**99**
2869	Industrial organic chemicals n.e.c.	3	3	471.7	1.4789	100
Martin						
1211	*Bituminous-coal & lignite mining*	*7*	*3*	*180.1*	*1.1084*	*80*
Mason	**All mfg.**	**15**	**7**	**339.0**	**.0157**	**85**
Meade	**All mfg.**	**2**	**1**	**76.5**	**.0035**	**92**
Menifee	**All mfg.**	**1**		**6.2**	**.0003**	**0**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt.	% In Large Estab.
Mercer	**All mfg.**	**9**	**5**	**100.1**	**.0046**	**68**
Metcalfe	**All mfg.**	**2**	**1**	**10.7**	**.0005**	**84**
Monroe	**All mfg.**	**15**	**4**	**66.5**	**.0031**	**51**
Montgomery	**All mfg.**	**8**	**5**	**175.5**	**.0081**	**98**
3621	Motors & generators	1	1	49.5	.6353	100
Morgan	**All mfg.**	**1**	**1**	**9.2**	**.0004**	**100**
Muhlenberg	**All mfg.**	**9**	**1**	**32.0**	**.0015**	**30**
1211	*Bituminous-coal & lignite mining*	*8*	*5*	*405.5*	*2.4956*	*98*
4911	*Electric services*	*1*	*1*	*188.4*	*.1723*	*100*
Nelson	**All mfg.**	**11**	**5**	**277.3**	**.0129**	**83**
Nicholas	**All mfg.**	**2**	**2**	**27.4**	**.0013**	**100**
Ohio	**All mfg.**	**9**	**5**	**59.9**	**.0028**	**72**
Oldham	**All mfg.**	**9**	**2**	**90.6**	**.0042**	**43**
Owen	**All mfg.**	**2**	**2**	**22.8**	**.0011**	**100**
Pendleton	**All mfg.**	**4**	**1**	**25.6**	**.0012**	**46**
Perry	**All mfg.**	**4**		**20.0**	**.0009**	**0**
Pike	**All mfg.**	**6**	**1**	**41.5**	**.0019**	**43**
1211	*Bituminous-coal & lignite mining*	*33*	*9*	*288.5*	*1.7755*	*53*
Powell	**All mfg.**	**5**		**23.2**	**.0011**	**0**
Pulaski	**All mfg.**	**19**	**9**	**435.8**	**.0202**	**75**
2311	Men's & boys' suits & coats	1	1	80.9	2.1909	100
Rockcastle	**All mfg.**	**1**	**1**	**7.9**	**.0004**	**100**
Rowan	**All mfg.**	**11**	**3**	**56.6**	**.0026**	**39**
Russell	**All mfg.**	**8**	**2**	**64.2**	**.0030**	**72**
Scott	**All mfg.**	**22**	**6**	**188.0**	**.0087**	**66**
Shelby	**All mfg.**	**19**	**6**	**187.1**	**.0087**	**65**
Simpson	**All mfg.**	**14**	**9**	**239.8**	**.0111**	**96**
Taylor	**All mfg.**	**8**	**3**	**181.9**	**.0084**	**92**
2254	Knit-underwear mills	1	1	146.4	12.7693	100
Todd	**All mfg.**	**9**	**5**	**74.2**	**.0034**	**68**
Trigg	**All mfg.**	**6**	**2**	**59.3**	**.0028**	**80**
Union	**All mfg.**	**7**	**5**	**100.4**	**.0047**	**94**
1211	*Bituminous-coal & lignite mining*	*4*	*3*	*116.6*	*.7176*	*74*
Warren	**All mfg.**	**37**	**16**	**1,217.5**	**.0565**	**89**
2322	Men's & boys' underwear	1	1	33.8	6.6483	100
3592	Carburetors, pistons, rings, & valves	2	2	101.3	5.8779	100
3711	Motor vehicles & passenger-car bodies	1	1	485.0	.5055	100
8062	*General medical & surgical hospitals*	*2*	*2*	*63.8*	*.0353*	*100*
Washington	**All mfg.**	**5**	**4**	**77.7**	**.0036**	**95**
Wayne	**All mfg.**	**12**	**6**	**72.6**	**.0034**	**79**
Webster	**All mfg.**	**6**	**3**	**23.4**	**.0011**	**78**
Whitley	**All mfg.**	**18**	**11**	**423.1**	**.0196**	**95**
Wolfe	**All mfg.**	**1**	**1**	**30.2**	**.0014**	**100**
Woodford	**All mfg.**	**8**	**5**	**220.6**	**.0102**	**96**
STATE TOTAL	**All mfg.**	**1,517**	**600**	**33,481.0**	**1.5527**	**87**

LOUISIANA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt.	% In Large Estab.
Acadia	**All mfg.**	**23**	**4**	**265.1**	**.0123**	**11**
Allen	**All mfg.**	**8**	**4**	**151.1**	**.0070**	**81**
Ascension	**All mfg.**	**30**	**16**	**1,534.6**	**.0712**	**92**
2869	Industrial organic chemicals n.e.c.	6	6	630.7	1.9774	100
Assumption	**All mfg.**	**5**	**2**	**71.8**	**.0033**	**52**
Avoyelles	**All mfg.**	**11**	**4**	**101.5**	**.0047**	**76**
Beauregard	**All mfg.**	**13**	**8**	**334.1**	**.0155**	**94**
2621	Paper mills, except building paper	3	3	199.2	.9912	100
Bienville	**All mfg.**	**6**	**5**	**87.2**	**.0040**	**97**
Bossier	**All mfg.**	**32**	**6**	**245.8**	**.0114**	**47**
Caddo	**All mfg.**	**115**	**33**	**2,384.1**	**.1106**	**82**
1311	*Crude petroleum & natural gas*	*40*	*1*	*588.3*	*1.6371*	*10*
3229	Pressed & blown glass n.e.c.	1	1	94.7	2.3292	100
3443	Fabricated plate work (boiler shops)	4	3	188.0	1.3833	98
3483	Ammunition, except small-arms, n.e.c.	2	1	38.2	2.5939	96
3661	Telephone & telegraph apparatus	1	1	564.8	2.9677	100
7011	*Hotels, motels, & tourist courts*	*15*	*4*	*35.5*	*.1143*	*46*
8062	*General medical & surgical hospitals*	*10*	*8*	*363.2*	*.2009*	*98*
Calcasieu	**All mfg.**	**52**	**19**	**8,772.3**	**.4068**	**93**
2822	Synthetic rubber	1	1	197.1	3.1600	100
2869	Industrial organic chemicals n.e.c.	4	4	786.2	2.4650	100
2911	Petroleum refining	4	2	7,115.7	5.0754	94
8062	*General medical & surgical hospitals*	*4*	*3*	*63.5*	*.0351*	*96*
Caldwell	**All mfg.**	**2**		**4.7**	**.0002**	**0**
Cameron	**All mfg.**	**6**	**2**	**60.4**	**.0028**	**60**
Catahoula	**All mfg.**	**2**	**2**	**15.3**	**.0007**	**100**
Claiborne	**All mfg.**	**6**	**2**	**91.2**	**.0042**	**45**
Concordia	**All mfg.**	**7**	**1**	**20.8**	**.0010**	**23**
De Soto	**All mfg.**	**10**	**3**	**110.7**	**.0051**	**68**
East Baton Rouge	**All mfg.**	**123**	**31**	**6,773.6**	**.3141**	**93**
1629	*Heavy construction n.e.c.*	*4*	*3*	*206.4*	*.7821*	*97*
2819	Industrial inorganic chemicals n.e.c.	2	2	149.6	.8781	100
2822	Synthetic rubber	4	3	717.0	11.4952	96
2911	Petroleum refining	1	1	4,468.2	3.1870	100
4911	*Electric services*	*1*	*1*	*658.8*	*.6023*	*100*
6025	*National banks, federal reserve system*	*5*	*5*	*499.3*	*.3618*	*100*

1986 S&MM Est.

County		Establishments		Shipments/ Receipts	% Of U.S.	% In
SIC	Industry	Total	Large	($ Mil.)	Ship. Recpt.	Large Estab.
7011	*Hotels, motels, & tourist courts*	18	2	38.4	.1236	36
8062	*General medical & surgical hospitals*	7	7	227.9	.1261	100
8221	*Colleges & universities n.e.c.*	1	1	101.7	.3810	100
East Carroll	**All mfg.**	**2**		**4.1**	**.0002**	**0**
East Feliciana	**All mfg.**	**8**		**25.7**	**.0012**	**0**
8062	*General medical & surgical hospitals*	2	2	205.6	.1138	100
Evangeline	**All mfg.**	**7**	**2**	**86.1**	**.0040**	**73**
Franklin	**All mfg.**	**6**		**31.5**	**.0015**	**0**
Grant	**All mfg.**	**3**	**1**	**66.0**	**.0031**	**41**
Iberia	**All mfg.**	**52**	**14**	**625.9**	**.0290**	**56**
Iberville	**All mfg.**	**18**	**8**	**1,229.6**	**.0570**	**92**
2869	Industrial organic chemicals n.e.c.	6	3	1,001.4	3.1397	94
Jackson	**All mfg.**	**3**	**2**	**110.3**	**.0051**	**98**
Jefferson	**All mfg.**	**95**	**38**	**1,452.5**	**.0674**	**73**
1623	*Pipe- & utility-line construction*	6	2	102.2	1.7205	92
3731	Ship building & repairing	7	3	213.2	2.7133	94
7011	*Hotels, motels, & tourist courts*	20	3	44.1	.1419	45
8062	*General medical & surgical hospitals*	6	6	257.7	.1426	100
Jefferson Davis	**All mfg.**	**11**	**2**	**177.9**	**.0083**	**9**
Lafayette	**All mfg.**	**52**	**15**	**669.4**	**.0310**	**69**
7011	*Hotels, motels, & tourist courts*	12	5	35.4	.1139	75
8062	*General medical & surgical hospitals*	4	4	121.8	.0674	100
Lafourche	**All mfg.**	**21**	**7**	**275.3**	**.0128**	**73**
La Salle	**All mfg.**	**7**	**5**	**133.4**	**.0062**	**95**
Lincoln	**All mfg.**	**13**	**4**	**143.3**	**.0066**	**71**
1611	*Highway & street construction*	2	2	127.8	.7389	100
8221	*Colleges & universities n.e.c.*	1	1	67.8	.2540	100
Livingston	**All mfg.**	**15**	**4**	**127.9**	**.0059**	**66**
Madison	**All mfg.**	**2**		**6.1**	**.0003**	**0**
Morehouse	**All mfg.**	**9**	**4**	**166.3**	**.0077**	**83**
2621	Paper mills, except building paper	1	1	109.9	.5469	100
Natchitoches	**All mfg.**	**8**	**1**	**105.9**	**.0049**	**69**
Orleans	**All mfg.**	**219**	**78**	**3,736.7**	**.1733**	**82**
1311	*Crude petroleum & natural gas*	22	2	645.0	1.7949	40
1629	*Heavy construction n.e.c.*	9	5	396.7	1.5031	90
2051	Bread, cake, & related products	11	4	113.3	.7113	77
2711	Newspapers	3	1	57.0	.2579	88
3731	Ship building & repairing	10	6	97.9	1.2459	91
3769	Space-vehicle equipment n.e.c.	1	1	478.1	11.9355	100
4911	*Electric services*	3	3	1,015.1	.9281	100
6025	*National banks, federal reserve system*	5	4	588.3	.4263	99
7011	*Hotels, motels, & tourist courts*	45	18	302.2	.9727	85
8062	*General medical & surgical hospitals*	17	17	903.6	.4999	100
8221	*Colleges & universities n.e.c.*	8	4	91.8	.3439	91
Ouachita	**All mfg.**	**65**	**22**	**1,196.8**	**.0555**	**77**
2631	Paperboard mills	1	1	184.8	2.2791	100
2651	Folding paperboard boxes	2	1	179.0	4.0942	99
8062	*General medical & surgical hospitals*	4	4	113.4	.0627	100
8221	*Colleges & universities n.e.c.*	1	1	58.2	.2180	100
Plaquemines	**All mfg.**	**25**	**9**	**1,444.3**	**.0670**	**83**
Pointe Coupee	**All mfg.**	**3**	**1**	**98.3**	**.0046**	**29**
Rapides	**All mfg.**	**39**	**11**	**367.7**	**.0171**	**70**
8062	*General medical & surgical hospitals*	7	7	209.9	.1161	100
Red River	**All mfg.**	**3**	**2**	**56.9**	**.0026**	**87**
Richland	**All mfg.**	**4**	**2**	**26.4**	**.0012**	**53**
Sabine	**All mfg.**	**6**	**5**	**98.3**	**.0046**	**98**
St. Bernard	**All mfg.**	**10**	**6**	**796.5**	**.0369**	**97**
St. Charles	**All mfg.**	**18**	**10**	**2,958.0**	**.1372**	**96**
2821	Plastics materials & synthetic resins	2	1	205.3	.9636	86
2911	Petroleum refining	3	2	2,089.1	1.4901	97
St. Helena	**All mfg.**	**1**		**11.4**	**.0005**	**0**
St. James	**All mfg.**	**13**	**9**	**912.9**	**.0423**	**91**
2819	Industrial inorganic chemicals n.e.c.	2	2	131.5	.7719	100
St. John the Baptist	**All mfg.**	**10**	**7**	**1,196.6**	**.0555**	**88**
St. Landry	**All mfg.**	**21**	**4**	**322.6**	**.0150**	**48**
St. Martin	**All mfg.**	**12**	**2**	**197.8**	**.0092**	**49**
2254	Knit-underwear mills	1	1	73.2	6.3846	100
St. Mary	**All mfg.**	**45**	**21**	**711.6**	**.0330**	**89**
3441	Fabricated structural metal	2	1	78.3	.3761	81
3533	Oil-field machinery	9	6	321.3	3.5092	97
3731	Ship building & repairing	9	5	107.9	1.3732	92
St. Tammany	**All mfg.**	**22**	**6**	**147.7**	**.0068**	**51**
Tangipahoa	**All mfg.**	**31**	**7**	**271.7**	**.0126**	**49**
Tensas	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Terrebonne	**All mfg.**	**30**	**10**	**418.3**	**.0194**	**81**
Union	**All mfg.**	**2**		**17.1**	**.0008**	**0**
Vermilion	**All mfg.**	**13**	**4**	**154.6**	**.0072**	**58**
Vernon	**All mfg.**	**5**	**1**	**25.8**	**.0012**	**48**
8062	*General medical & surgical hospitals*	3	2	64.7	.0358	95
Washington	**All mfg.**	**13**	**6**	**290.3**	**.0135**	**89**
2621	Paper mills, except building paper	1	1	192.8	.9594	100
Webster	**All mfg.**	**22**	**10**	**290.3**	**.0135**	**54**
West Baton Rouge	**All mfg.**	**14**	**3**	**306.9**	**.0142**	**36**
West Carroll	**All mfg.**	**3**	**2**	**30.7**	**.0014**	**90**
West Feliciana	**All mfg.**	**1**	**1**	**53.1**	**.0025**	**100**
2641	Paper coating & glazing	1	1	53.1	.9148	100
Winn	**All mfg.**	**9**	**6**	**152.8**	**.0071**	**91**
2421	General sawmills & planing mills	5	4	102.5	1.0104	93
STATE TOTAL	**All mfg.**	**1,443**	**494**	**42,756.1**	**1.9829**	**84**

MAINE

County		Establishments		Shipments/ Receipts	% Of U.S.	% In
SIC	Industry	Total	Large	($ Mil.)	Ship. Recpt.	Large Estab.
Androscoggin	**All mfg.**	**89**	**41**	**821.8**	**.0381**	**78**
3143	Men's nonathletic footwear	6	6	51.6	1.9977	100
3144	Women's nonathletic footwear	4	3	34.3	1.6902	95
8062	*General medical & surgical hospitals*	2	2	67.3	.0372	100
Aroostook	**All mfg.**	**42**	**15**	**783.8**	**.0363**	**81**
2037	Frozen fruits & vegetables	2	2	178.2	2.3750	100
2621	Paper mills, except building paper	1	1	148.3	.7379	100
8062	*General medical & surgical hospitals*	6	4	71.8	.0397	90
Cumberland	**All mfg.**	**148**	**55**	**1,968.4**	**.0913**	**80**
2621	Paper mills, except building paper	2	2	175.7	.8743	100
3143	Men's nonathletic footwear	4	4	101.7	3.9373	100
3674	Semiconductors & related devices	2	2	374.0	3.4191	100
6025	*National banks, federal reserve system*	4	4	187.4	.1358	100
8062	*General medical & surgical hospitals*	8	7	336.2	.1860	99
8221	*Colleges & universities n.e.c.*	3	3	48.8	.1828	100
Franklin	**All mfg.**	**25**	**10**	**319.8**	**.0148**	**86**
2621	Paper mills, except building paper	2	2	136.5	.6792	100
3149	Nonrubber footwear n.e.c.	4	2	43.0	2.2254	90
Hancock	**All mfg.**	**27**	**10**	**339.4**	**.0157**	**79**
2621	Paper mills, except building paper	1	1	133.3	.6633	100
Kennebec	**All mfg.**	**46**	**19**	**799.8**	**.0371**	**82**
2231	Wool-fabric weaving & finishing mills	4	4	72.8	4.5585	100
2621	Paper mills, except building paper	1	1	94.8	.4717	100
8062	*General medical & surgical hospitals*	5	5	152.2	.0842	100
Knox	**All mfg.**	**32**	**12**	**347.8**	**.0161**	**75**
Lincoln	**All mfg.**	**12**	**5**	**118.6**	**.0055**	**68**
4912	*Nuclear power*	1	1	128.1	.4555	100
Oxford	**All mfg.**	**41**	**19**	**790.9**	**.0367**	**91**
2499	Wood products n.e.c.	14	8	114.5	2.5477	80
2621	Paper mills, except building paper	1	1	421.2	2.0959	100
Penobscot	**All mfg.**	**66**	**24**	**1,032.7**	**.0479**	**81**
2611	Pulp mills	2	2	221.4	4.7220	100
2621	Paper mills, except building paper	2	2	165.5	.8235	100
3143	Men's nonathletic footwear	1	1	72.2	2.7952	100
8062	*General medical & surgical hospitals*	6	5	123.9	.0685	99
Piscataquis	**All mfg.**	**11**	**4**	**112.8**	**.0052**	**73**
Sagadahoc	**All mfg.**	**10**	**6**	**436.4**	**.0202**	**97**
3731	Ship building & repairing	1	1	346.9	4.4148	100
Somerset	**All mfg.**	**24**	**9**	**420.1**	**.0195**	**84**
3149	Nonrubber footwear n.e.c.	1	1	121.1	6.2675	100
Waldo	**All mfg.**	**12**	**7**	**148.3**	**.0069**	**75**
Washington	**All mfg.**	**21**	**9**	**452.0**	**.0210**	**87**
2621	Paper mills, except building paper	1	1	167.1	.8315	100
York	**All mfg.**	**76**	**35**	**1,172.4**	**.0544**	**85**
3079	Miscellaneous plastics products	8	4	83.4	.3501	88
3484	Small arms	1	1	76.2	5.4526	100
3675	Electronic capacitors	2	2	60.1	3.8307	100
3724	Aircraft engines & engine parts	1	1	69.3	.7709	100
8062	*General medical & surgical hospitals*	3	3	57.8	.0320	100
STATE TOTAL	**All mfg.**	**682**	**280**	**10,065.0**	**.4668**	**83**

MARYLAND

County		Establishments		Shipments/ Receipts	% Of U.S.	% In
SIC	Industry	Total	Large	($ Mil.)	Ship. Recpt.	Large Estab.
Allegany	**All mfg.**	**32**	**11**	**725.5**	**.0336**	**87**
2621	Paper mills, except building paper	1	1	225.2	1.1206	100
3011	Tires & inner tubes	1	1	144.7	1.9886	100
8062	*General medical & surgical hospitals*	3	3	115.8	.0641	100
Anne Arundel	**All mfg.**	**74**	**21**	**806.2**	**.0374**	**71**
3662	Radio & TV communication equipment	2	1	143.7	.4258	98
8062	*General medical & surgical hospitals*	7	7	205.2	.1135	100
Baltimore	**All mfg.**	**192**	**84**	**5,188.0**	**.2406**	**89**
2654	Sanitary food containers	2	1	252.5	9.9582	97
3079	Miscellaneous plastics products	11	6	74.2	.3115	83
3489	Ordnance & accessories n.e.c.	1	1	63.0	3.1842	100
3662	Radio & TV communication equipment	7	7	2,033.7	6.0255	100
3825	Electricity-measuring instruments	2	2	198.1	3.5566	100
5084	*Industrial-machinery distributors*	3	1	160.9	.9451	93
7372	*Computer programming & software*	6	4	101.6	.8890	93
8062	*General medical & surgical hospitals*	8	7	317.7	.1758	99
Baltimore city	**All mfg.**	**537**	**164**	**9,579.2**	**.4443**	**82**
1629	*Heavy construction n.e.c.*	11	4	195.6	.7411	78
2013	Sausages & other prepared meats	9	3	173.2	1.2387	78
2026	Fluid milk	3	3	276.6	1.4047	100
2051	Bread, cake, & related products	8	4	299.4	1.8798	94
2099	Food preparations n.e.c.	5	4	166.2	1.4198	93
2311	Men's & boys' suits & coats	12	8	86.1	2.3318	93
2651	Folding paperboard boxes	8	5	127.4	2.9140	89
2711	Newspapers	8	3	156.6	.7085	94
2751	Letterpress commercial printing	25	3	51.1	.5461	25

1986 S&MM Est

MARYLAND (Baltimore City, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2819	Industrial inorganic chemicals n.e.c.	7	5	302.7	1.7768	94
2841	Soap & other detergents	3	3	438.0	5.0659	100
2851	Paints & allied products	13	5	150.6	1.3457	64
3079	Miscellaneous plastics products	15	4	67.6	.2837	65
3221	Glass containers	3	2	90.9	2.1250	96
3272	Concrete products n.e.c.	5	2	44.7	1.0618	81
3312	Blast furnaces & steel mills	2	2	1,181.3	3.9919	100
3317	Steel pipe & tubes	2	1	389.4	5.9651	99
3441	Fabricated structural metal	8	2	199.8	.9597	78
3661	Telephone & telegraph apparatus	1	1	189.1	.9936	100
3693	X-ray apparatus & tubes	2	1	188.5	3.5569	98
3713	Truck & bus bodies	4	3	580.0	6.3306	100
4011	*Line-haul-operating railroads*	*1*	*1*	*207.3*	*.8379*	*100*
4931	*Electric & other services combined*	*1*	*1*	*1,623.4*	*5.4891*	*100*
6025	*National banks, federal reserve system*	*4*	*3*	*1,354.8*	*.9817*	*100*
7011	*Hotels, motels, & tourist courts*	*25*	*6*	*113.3*	*.3647*	*48*
8062	*General medical & surgical hospitals*	*25*	*25*	*1,211.6*	*.6703*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*7*	*126.3*	*.4732*	*98*
Calvert	**All mfg.**	**7**		**20.5**	**.0010**	**0**
Caroline	**All mfg.**	**15**	**5**	**150.5**	**.0070**	**54**
Carroll	**All mfg.**	**46**	**20**	**574.5**	**.0266**	**75**
3546	Power-driven hand tools	1	1	63.8	4.9346	100
8062	*General medical & surgical hospitals*	*2*	*2*	*120.9*	*.0669*	*100*
Cecil	**All mfg.**	**26**	**7**	**218.3**	**.0101**	**54**
8062	*General medical & surgical hospitals*	*2*	*2*	*87.7*	*.0485*	*100*
Charles	**All mfg.**	**10**	**2**	**77.5**	**.0036**	**45**
Dorchester	**All mfg.**	**35**	**9**	**447.3**	**.0207**	**67**
3613	Switchgear & switchboard apparatus	1	1	106.5	2.1323	100
Frederick	**All mfg.**	**60**	**25**	**811.9**	**.0377**	**77**
2311	Men's & boys' suits & coats	2	2	50.4	1.3649	100
Garrett	**All mfg.**	**11**	**5**	**81.4**	**.0038**	**58**
Harford	**All mfg.**	**32**	**12**	**334.4**	**.0155**	**69**
Howard	**All mfg.**	**39**	**13**	**572.1**	**.0265**	**84**
3631	Household cooking equipment	1	1	211.4	7.2619	100
Kent	**All mfg.**	**11**	**2**	**85.0**	**.0039**	**48**
Montgomery	**All mfg.**	**146**	**39**	**1,809.7**	**.0839**	**78**
1629	*Heavy construction n.e.c.*	*4*	*2*	*719.2*	*2.7251*	*97*
2752	Lithographic commercial printing	12	4	133.3	1.0314	74
3489	Ordnance & accessories n.e.c.	1	1	230.4	11.6452	100
3573	Electronic computing equipment	13	4	320.8	.6213	87
3662	Radio & TV communication equipment	14	8	439.9	1.3033	95
7011	*Hotels, motels, & tourist courts*	*14*	*2*	*68.6*	*.2208*	*63*
7374	*Data-processing services*	*20*	*9*	*316.3*	*3.9355*	*94*
8062	*General medical & surgical hospitals*	*5*	*5*	*299.0*	*.1654*	*100*
Prince George's	**All mfg.**	**149**	**45**	**1,832.0**	**.0850**	**73**
3662	Radio & TV communication equipment	7	2	180.0	.5333	85
3679	Electronic components n.e.c.	3	1	70.1	.3584	93
6025	*National banks, federal reserve system*	*4*	*3*	*464.2*	*.3364*	*98*
8062	*General medical & surgical hospitals*	*5*	*4*	*278.5*	*.1541*	*99*
Queen Anne's	**All mfg.**	**9**		**47.1**	**.0022**	**0**
St. Mary's	**All mfg.**	**2**		**11.8**	**.0005**	**0**
Somerset	**All mfg.**	**17**	**4**	**133.1**	**.0062**	**50**
Talbot	**All mfg.**	**29**	**11**	**335.6**	**.0156**	**72**
3524	Lawn & garden equipment	1	1	60.4	3.4821	100
Washington	**All mfg.**	**71**	**24**	**1,155.7**	**.0536**	**85**
3519	Internal-combustion engines n.e.c.	1	1	350.9	3.5378	100
3721	Aircraft	1	1	97.5	.3371	100
8062	*General medical & surgical hospitals*	*3*	*3*	*86.1*	*.0476*	*100*
Wicomico	**All mfg.**	**46**	**19**	**768.5**	**.0356**	**81**
2048	Prepared feeds n.e.c.	1	1	243.0	2.1580	100
5063	*Electrical-power-equipment wholesalers*	*2*	*1*	*189.2*	*1.5001*	*99*
8062	*General medical & surgical hospitals*	*2*	*2*	*72.9*	*.0403*	*100*
Worcester	**All mfg.**	**21**	**7**	**266.1**	**.0123**	**80**
STATE TOTAL	**All mfg.**	**1,617**	**529**	**26,031.9**	**1.2073**	**81**

MASSACHUSETTS

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Barnstable	**All mfg.**	**34**	**9**	**281.8**	**.0131**	**71**
7011	*Hotels, motels, & tourist courts*	*50*	*12*	*110.2*	*.3547*	*58*
8062	*General medical & surgical hospitals*	*3*	*3*	*101.2*	*.0560*	*100*
Berkshire	**All mfg.**	**83**	**30**	**1,365.7**	**.0633**	**85**
2621	Paper mills, except building paper	7	4	189.7	.9439	88
3489	Ordnance & accessories n.e.c.	1	1	97.0	4.9027	100
3612	Transformers	1	1	109.1	3.8628	100
3769	Space-vehicle equipment n.e.c.	1	1	204.8	5.1127	100
3811	Engineering & scientific instruments	1	1	42.4	1.0906	100
8062	*General medical & surgical hospitals*	*5*	*5*	*117.6*	*.0651*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*52.0*	*.1948*	*91*
Bristol	**All mfg.**	**438**	**196**	**5,336.2**	**.2475**	**80**
2211	Cotton-weaving mills	2	2	73.0	1.4961	100
2311	Men's & boys' suits & coats	5	5	288.5	7.8131	100
2329	Men's & boys' clothing n.e.c.	7	7	63.5	3.5803	100
2335	Women's & misses' dresses	19	14	128.0	3.6590	89
2337	Women's & misses' suits & coats	6	4	100.8	2.7937	85
2341	Women's & children's underwear	10	6	55.6	2.1110	87
2391	Curtains & draperies	13	7	103.9	10.8512	71
3069	Fabricated rubber products n.e.c.	5	2	71.2	1.3232	89
3483	Ammunition, except small-arms, n.e.c.	1	1	44.0	2.9877	100
3622	Industrial controls	1	1	221.2	4.2256	100
3679	Electronic components n.e.c.	15	10	254.7	1.3021	93
3911	Precious-metal jewelry	25	10	370.0	9.0722	85
3914	Silverware & plated & stainless ware	7	4	130.3	23.8601	95
3949	Sporting & athletic goods n.e.c.	1	1	86.3	2.1242	100
8062	*General medical & surgical hospitals*	*10*	*10*	*479.8*	*.2655*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*61.1*	*.2289*	*91*
Dukes	**All mfg.**	**4**		**5.4**	**.0003**	**0**
Essex	**All mfg.**	**530**	**170**	**7,826.9**	**.3630**	**81**
2092	Fresh or frozen packaged seafoods	6	2	122.3	4.3841	80
2221	Synthetics- & silk-weaving mills	1	1	137.1	2.3324	100
2329	Men's & boys' clothing n.e.c.	5	3	33.3	1.8775	83
2711	Newspapers	14	6	95.0	.4298	73
3079	Miscellaneous plastics products	19	6	94.3	.3958	73
3111	Leather tanning & finishing	33	6	221.1	10.8643	39
3144	Women's nonathletic footwear	6	4	195.1	9.6137	98
3494	Valves & pipe fittings	3	2	166.2	1.4658	96
3511	Turbines & turbine-generator set units	1	1	232.8	8.3423	100
3559	Special-industry machinery n.e.c.	13	2	139.2	1.5543	72
3573	Electronic computing equipment	4	3	195.8	.3792	99
3599	Machinery, except electrical, n.e.c.	21	5	80.2	.7007	56
3613	Switchgear & switchboard apparatus	2	2	90.2	1.8059	100
3641	Electric lamps	2	2	185.5	7.3468	100
3661	Telephone & telegraph apparatus	3	1	1,358.1	7.1360	99
3662	Radio & TV communication equipment	7	4	117.1	.3469	94
3674	Semiconductors & related devices	8	6	138.8	1.2689	96
3679	Electronic components n.e.c.	26	7	276.3	1.4125	81
3724	Aircraft engines & engine parts	3	2	748.9	8.3308	99
3825	Electricity-measuring instruments	7	6	79.2	1.4219	98
6025	*National banks, federal reserve system*	*14*	*2*	*232.4*	*.1684*	*65*
7011	*Hotels, motels, & tourist courts*	*14*	*4*	*55.0*	*.1770*	*62*
8062	*General medical & surgical hospitals*	*19*	*16*	*637.8*	*.3529*	*98*
Franklin	**All mfg.**	**50**	**18**	**422.4**	**.0196**	**75**
Hampden	**All mfg.**	**355**	**125**	**5,062.2**	**.2348**	**83**
2621	Paper mills, except building paper	6	6	104.4	.5195	100
2711	Newspapers	5	2	96.1	.4348	90
2782	Blankbooks & looseleaf binders	7	3	95.1	5.0195	83
2821	Plastics materials & synthetic resins	2	2	535.3	2.5125	100
3079	Miscellaneous plastics products	21	7	184.1	.7728	80
3484	Small arms	3	2	248.0	17.7460	97
3545	Machine-tool accessories	14	4	56.4	1.7135	53
3573	Electronic computing equipment	3	3	476.4	.9226	100
3761	Guided missiles & space vehicles	1	1	159.2	1.2052	100
3944	Games, toys, & children's vehicles	3	1	470.1	6.5768	97
3949	Sporting & athletic goods n.e.c.	3	1	82.5	2.0306	94
4911	*Electric services*	*4*	*3*	*413.7*	*.3782*	*96*
7011	*Hotels, motels, & tourist courts*	*14*	*3*	*63.2*	*.2034*	*71*
8062	*General medical & surgical hospitals*	*11*	*11*	*485.3*	*.2685*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*71.1*	*.2664*	*99*
Hampshire	**All mfg.**	**63**	**30**	**888.4**	**.0412**	**82**
2641	Paper coating & glazing	3	3	102.9	1.7728	100
2649	Converted paper products n.e.c.	2	1	60.4	1.2656	87
3079	Miscellaneous plastics products	5	3	74.9	.3144	96
3991	Brooms & brushes	3	3	72.6	6.2543	100
8062	*General medical & surgical hospitals*	*6*	*6*	*211.1*	*.1168*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*5*	*350.0*	*1.3113*	*100*
Middlesex	**All mfg.**	**1,177**	**404**	**19,485.2**	**.9037**	**79**
1611	*Highway & street construction*	*7*	*2*	*160.8*	*.9297*	*84*
1629	*Heavy construction n.e.c.*	*4*	*3*	*202.9*	*.7688*	*98*
2024	Ice cream & frozen desserts	3	1	215.2	4.3722	95
2051	Bread, cake, & related products	9	3	70.6	.4433	76
2065	Confectionery products	7	4	149.6	1.9035	90
2099	Food preparations n.e.c.	9	4	141.6	1.2097	73
2295	Coated fabrics, not rubberized	6	3	158.8	9.0510	92
2297	Nonwoven fabrics	3	3	117.3	15.6275	100
2649	Converted paper products n.e.c.	4	3	220.5	4.6202	96
2711	Newspapers	21	6	152.8	.6913	74
2721	Periodicals	8	2	135.7	1.1099	73
2731	Book publishing	11	6	221.4	2.2556	90
2732	Book printing	3	3	114.1	2.7091	100
2751	Letterpress commercial printing	28	9	92.3	.9865	69

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt.	% In Large Estab.
2752	Lithographic commercial printing	13	5	110.8	.8573	71
3079	Miscellaneous plastics products	40	13	191.2	.8026	71
3144	Women's nonathletic footwear	3	3	40.2	1.9809	100
3444	Sheet-metal work	20	4	110.9	.9358	42
3469	Metal stampings n.e.c.	21	7	183.4	1.5704	75
3555	Printing-trades machinery	7	2	182.7	8.0118	94
3559	Special-industry machinery n.e.c.	17	9	229.3	2.5603	90
3569	General industrial machinery n.e.c.	15	4	215.8	3.8038	82
3573	Electronic computing equipment	62	35	3,473.3	6.7267	96
3599	Machinery, except electrical, n.e.c.	28	2	72.5	.6335	26
3643	Current-carrying wiring devices	7	6	37.3	1.3708	97
3662	Radio & TV communication equipment	37	16	680.6	2.0165	88
3674	Semiconductors & related devices	24	14	448.1	4.0965	94
3679	Electronic components n.e.c.	65	27	460.1	2.3828	78
3693	X-ray apparatus & tubes	8	1	326.0	6.1514	84
3711	Motor vehicles & passenger-car bodies	2	1	1,230.8	1.2829	99
3724	Aircraft engines & engine parts	2	2	163.0	1.8132	100
3761	Guided missiles & space vehicles	3	3	396.8	3.0039	100
3811	Engineering & scientific instruments	27	12	200.9	5.1677	85
3822	Environmental controls	6	4	84.8	4.9151	95
3825	Electricity-measuring instruments	13	6	246.1	4.4184	92
3829	Measuring & controlling devices n.e.c.	19	5	131.4	4.9350	63
3832	Optical instruments & lenses	16	7	288.6	6.5405	82
3841	Surgical & medical instruments	24	9	181.8	3.5925	75
3861	Photographic equipment & supplies	5	3	552.9	4.8692	97
4911	*Electric services*	*11*	*4*	*326.0*	*.2981*	*79*
5063	*Electrical-power-equipment wholesalers*	*21*	*4*	*187.6*	*1.4874*	*37*
5081	*Commercial-equipment wholesalers*	*32*	*7*	*184.7*	*3.0357*	*70*
5084	*Industrial-machinery distributors*	*36*	*4*	*459.0*	*2.6960*	*65*
5085	*Industrial-supply distributors*	*35*	*2*	*204.0*	*1.0288*	*17*
6025	*National banks, federal reserve system*	*13*	*6*	*387.4*	*.2807*	*81*
7011	*Hotels, motels, & tourist courts*	*43*	*12*	*175.3*	*.5642*	*73*
7372	*Computer programming & software*	*54*	*13*	*750.8*	*6.5693*	*78*
7374	*Data-processing services*	*32*	*11*	*205.8*	*2.5606*	*68*
8062	*General medical & surgical hospitals*	*35*	*34*	*1,593.4*	*.8816*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*5*	*507.6*	*1.9017*	*99*
Norfolk	**All mfg.**	**398**	**133**	**4,892.5**	**.2269**	**79**
2751	Letterpress commercial printing	16	5	47.6	.5087	70
3069	Fabricated rubber products n.e.c.	6	4	96.6	1.7952	97
3494	Valves & pipe fittings	6	2	149.2	1.3159	88
3662	Radio & TV communication equipment	12	7	704.7	2.0879	97
3679	Electronic components n.e.c.	14	7	137.4	.7024	87
3731	Ship building & repairing	2	1	247.9	3.1549	96
3811	Engineering & scientific instruments	9	4	143.0	3.6784	94
3841	Surgical & medical instruments	10	5	98.7	1.9504	86
7011	*Hotels, motels, & tourist courts*	*16*	*4*	*36.2*	*.1809*	*60*
8062	*General medical & surgical hospitals*	*19*	*17*	*499.9*	*.2766*	*98*
Plymouth	**All mfg.**	**228**	**58**	**1,559.2**	**.0723**	**63**
2711	Newspapers	4	3	68.0	.3076	97
8062	*General medical & surgical hospitals*	*9*	*9*	*310.7*	*.1719*	*100*
Suffolk	**All mfg.**	**512**	**154**	**5,391.5**	**.2500**	**73**
1629	*Heavy construction n.e.c.*	*7*	*3*	*211.2*	*.8003*	*91*
2013	Sausages & other prepared meats	8	5	239.4	1.7121	87
2092	Fresh or frozen packaged seafoods	3	1	115.1	4.1260	93
2328	Men's & boys' work clothing	1	1	44.9	1.2618	100
2337	Women's & misses' suits & coats	12	3	101.6	2.8159	46
2339	Women's & misses' outerwear n.e.c.	10	5	31.5	1.0275	77
2711	Newspapers	11	4	365.3	1.6526	96
2731	Book publishing	12	4	267.1	2.7212	85
2751	Letterpress commercial printing	32	5	76.6	.8187	47
2752	Lithographic commercial printing	18	2	110.1	.8519	29
3149	Nonrubber footwear n.e.c.	4	4	144.2	7.4630	100
3573	Electronic computing equipment	10	4	292.6	.5667	92
3671	Electron tubes	1	1	100.9	5.9318	100
3825	Electricity-measuring instruments	2	1	211.6	3.7990	98
4911	*Electric services*	*4*	*2*	*911.2*	*.8331*	*97*
6025	*National banks, federal reserve system*	*5*	*3*	*1,159.2*	*.8400*	*98*
7011	*Hotels, motels, & tourist courts*	*39*	*17*	*290.8*	*.9360*	*87*
7372	*Computer programming & software*	*8*	*3*	*249.2*	*2.1804*	*93*
8062	*General medical & surgical hospitals*	*32*	*32*	*2,120.7*	*1.1733*	*100*
8221	*Colleges & universities n.e.c.*	*22*	*14*	*525.4*	*1.9684*	*97*
Worcester	**All mfg.**	**637**	**200**	**7,083.3**	**.3285**	**75**
2231	Wool-fabric weaving & finishing mills	5	4	69.4	4.3456	94
2241	Narrow-fabric mills	2	1	15.5	1.4844	92
2396	Automotive & apparel trimmings	1	1	33.0	2.3085	100
2511	Wood household furniture	20	10	149.1	2.0587	79
2512	Upholstered wood household furniture	11	4	63.2	1.2559	66
2711	Newspapers	6	1	68.8	.3113	79
2751	Letterpress commercial printing	12	3	122.6	1.3103	89
3079	Miscellaneous plastics products	63	26	348.5	1.4628	75
3291	Abrasive products	4	3	460.9	15.2032	98
3357	Nonferrous-wire drawing & insulating	9	4	137.8	1.9590	77
3423	Hand & edge tools n.e.c.	9	4	146.7	4.4127	85
3469	Metal stampings n.e.c.	12	2	78.3	.6705	54
3494	Valves & pipe fittings	8	3	157.8	1.3917	84
3511	Turbines & turbine-generator set units	3	2	91.9	3.2932	96
3541	Metal-cutting machine tools	12	6	130.8	3.0014	83
3544	Special dies, tools, jigs, & fixtures	21	2	63.2	1.0988	38
3545	Machine-tool accessories	7	5	125.2	3.8036	97
3573	Electronic computing equipment	3	2	428.8	.8304	99
3662	Radio & TV communication equipment	4	3	112.6	.3336	95
3679	Electronic components n.e.c.	10	4	127.5	.6518	86
3832	Optical instruments & lenses	9	2	226.0	5.1218	82
3851	Ophthalmic goods	4	3	37.6	4.1070	94
4911	*Electric services*	*4*	*4*	*1,094.9*	*1.0010*	*100*
6025	*National banks, federal reserve system*	*11*	*4*	*373.3*	*.2705*	*88*
7011	*Hotels, motels, & tourist courts*	*15*	*3*	*36.5*	*.1175*	*47*
7372	*Computer programming & software*	*4*	*2*	*65.1*	*.5696*	*90*
8062	*General medical & surgical hospitals*	*22*	*20*	*647.3*	*.3581*	*99*
8221	*Colleges & universities n.e.c.*	*7*	*5*	*106.1*	*.3975*	*97*
STATE TOTAL	**All mfg.**	**4,509**	**1,527**	**59,600.7**	**2.7641**	**78**

MICHIGAN

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt.	% In Large Estab.
Alcona	**All mfg.**	**4**		**13.6**	**.0006**	**0**
Alger	**All mfg.**	**4**	**3**	**63.5**	**.0029**	**95**
Allegan	**All mfg.**	**62**	**20**	**883.2**	**.0410**	**80**
Alpena	**All mfg.**	**23**	**9**	**340.9**	**.0158**	**83**
Antrim	**All mfg.**	**16**	**6**	**90.4**	**.0042**	**71**
Arenac	**All mfg.**	**11**	**2**	**66.0**	**.0031**	**65**
Baraga	**All mfg.**	**7**	**2**	**42.9**	**.0020**	**75**
Barry	**All mfg.**	**20**	**11**	**298.4**	**.0138**	**93**
Bay	**All mfg.**	**63**	**19**	**863.4**	**.0400**	**75**
3714	Motor-vehicle parts & accessories	2	2	244.9	.6405	100
8062	*General medical & surgical hospitals*	*2*	*2*	*69.9*	*.0387*	*100*
Benzie	**All mfg.**	**8**	**4**	**65.0**	**.0030**	**86**
Berrien	**All mfg.**	**192**	**57**	**2,076.2**	**.0963**	**72**
3079	Miscellaneous plastics products	11	2	55.2	.2317	57
3361	Aluminum foundries	12	4	74.9	2.4916	67
3599	Machinery, except electrical, n.e.c.	7	1	56.9	.4972	70
3633	Household laundry equipment	1	1	228.0	11.6547	100
3651	Radio & TV receiving sets	3	3	113.8	1.5533	100
3679	Electronic components n.e.c.	3	1	99.9	.5107	97
3714	Motor-vehicle parts & accessories	3	3	88.0	.2301	100
5065	*Electronic-parts wholesalers*	*1*	*1*	*228.2*	*2.3396*	*100*
8062	*General medical & surgical hospitals*	*4*	*3*	*62.0*	*.0343*	*93*
Branch	**All mfg.**	**45**	**16**	**435.6**	**.0202**	**75**
Calhoun	**All mfg.**	**92**	**27**	**2,386.2**	**.1107**	**88**
2043	Cereal breakfast foods	3	3	1,321.6	33.6937	100
3714	Motor-vehicle parts & accessories	5	3	263.8	.6899	95
8062	*General medical & surgical hospitals*	*7*	*7*	*214.4*	*.1186*	*100*
Cass	**All mfg.**	**39**	**8**	**271.4**	**.0126**	**66**
3369	Nonferrous foundries n.e.c.	2	2	66.4	3.7375	100
Charlevoix	**All mfg.**	**27**	**9**	**229.6**	**.0106**	**68**
Cheboygan	**All mfg.**	**9**	**1**	**35.1**	**.0016**	**17**
Chippewa	**All mfg.**	**8**	**2**	**37.5**	**.0017**	**44**
Clare	**All mfg.**	**11**	**1**	**57.4**	**.0027**	**19**
Clinton	**All mfg.**	**15**	**6**	**290.3**	**.0135**	**83**
Crawford	**All mfg.**	**6**		**15.5**	**.0007**	**0**
Delta	**All mfg.**	**24**	**2**	**202.4**	**.0094**	**61**
Dickinson	**All mfg.**	**26**	**8**	**210.7**	**.0098**	**73**
Eaton	**All mfg.**	**36**	**8**	**348.1**	**.0161**	**57**
Emmet	**All mfg.**	**16**	**1**	**85.2**	**.0040**	**25**
Genesee	**All mfg.**	**131**	**33**	**14,168.4**	**.6571**	**97**
3465	Automotive stampings	1	1	420.4	4.7151	100
3694	Engine electrical equipment	1	1	885.7	16.5830	100
3711	Motor vehicles & passenger-car bodies	4	4	11,576.9	12.0670	100
3714	Motor-vehicle parts & accessories	3	3	492.3	1.2875	100
8062	*General medical & surgical hospitals*	*7*	*7*	*365.4*	*.2022*	*100*
Gladwin	**All mfg.**	**10**	**2**	**60.4**	**.0028**	**39**
Gogebic	**All mfg.**	**8**	**1**	**42.8**	**.0020**	**51**
Grand Traverse	**All mfg.**	**46**	**9**	**459.6**	**.0213**	**70**
8062	*General medical & surgical hospitals*	*3*	*3*	*90.4*	*.0500*	*100*
Gratiot	**All mfg.**	**23**	**7**	**1,029.5**	**.0477**	**92**
3079	Miscellaneous plastics products	4	3	128.2	.5381	98
Hillsdale	**All mfg.**	**48**	**20**	**487.3**	**.0226**	**67**
Houghton	**All mfg.**	**17**	**2**	**63.2**	**.0029**	**22**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*63.5*	*.2379*	*100*
Huron	**All mfg.**	**31**	**5**	**346.4**	**.0161**	**68**
3465	Automotive stampings	3	2	123.6	1.3863	94
Ingham	**All mfg.**	**112**	**30**	**10,058.5**	**.4665**	**96**
1611	*Highway & street construction*	*4*	*3*	*113.2*	*.6545*	*99*
3462	Iron & steel forgings	6	5	414.9	7.8028	98
3711	Motor vehicles & passenger-car bodies	3	3	8,793.2	9.1654	100
6025	*National banks, federal reserve system*	*4*	*1*	*375.9*	*.2724*	*92*
8062	*General medical & surgical hospitals*	*6*	*5*	*240.4*	*.1330*	*99*
Ionia	**All mfg.**	**42**	**12**	**431.0**	**.0200**	**67**
Iosco	**All mfg.**	**19**	**3**	**98.8**	**.0046**	**48**
Iron	**All mfg.**	**7**	**1**	**94.6**	**.0044**	**84**
Isabella	**All mfg.**	**16**	**7**	**191.3**	**.0089**	**83**

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
MICHIGAN (cont.)						
Jackson	**All mfg.**	**146**	**35**	**1,325.7**	**.0615**	**74**
3011	Tires & inner tubes	1	1	122.5	1.6835	100
3069	Fabricated rubber products n.e.c.	2	1	59.3	1.1020	97
3714	Motor-vehicle parts & accessories	12	7	384.5	1.0056	94
8062	*General medical & surgical hospitals*	*2*	*2*	*84.9*	*.0470*	*100*
Kalamazoo	**All mfg.**	**181**	**58**	**2,936.9**	**.1362**	**76**
2621	Paper mills, except building paper	5	4	283.2	1.4092	95
2834	Pharmaceutical preparations	2	1	450.3	2.1101	98
3079	Miscellaneous plastics products	13	3	60.3	.2531	59
3465	Automotive stampings	1	1	305.7	3.4287	100
8062	*General medical & surgical hospitals*	*5*	*4*	*250.7*	*.1387*	*98*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*71.7*	*.2686*	*100*
Kalkaska	**All mfg.**	**7**	**2**	**41.6**	**.0019**	**40**
Kent	**All mfg.**	**542**	**147**	**6,926.3**	**.3212**	**78**
2051	Bread, cake, & related products	9	4	111.7	.7013	90
2052	Cookies & crackers	4	3	132.0	2.8668	96
2396	Automotive & apparel trimmings	3	2	303.9	21.2592	99
2511	Wood household furniture	12	5	99.8	1.3780	81
2521	Wood office furniture	4	2	397.8	16.9580	98
2522	Metal office furniture	4	4	651.9	19.3949	100
2531	Public-building & related furniture	3	2	75.7	4.6893	83
2841	Soap & other detergents	2	1	361.3	4.1788	99
3069	Fabricated rubber products n.e.c.	3	3	58.2	1.0816	100
3079	Miscellaneous plastics products	21	4	89.7	.3765	55
3429	Hardware n.e.c.	10	5	454.1	5.0059	96
3471	Plating & polishing	21	5	63.6	2.6099	48
3544	Special dies, tools, jigs, & fixtures	34	2	103.3	1.7959	24
3592	Carburetors, pistons, rings, & valves	1	1	150.1	8.7095	100
3631	Household cooking equipment	1	1	123.4	4.2389	100
3662	Radio & TV communication equipment	4	3	187.3	.5549	97
3714	Motor-vehicle parts & accessories	10	6	186.3	.4872	86
6025	*National banks, federal reserve system*	*3*	*2*	*212.4*	*.1539*	*100*
7011	*Hotels, motels, & tourist courts*	*15*	*3*	*65.4*	*.2105*	*82*
8062	*General medical & surgical hospitals*	*8*	*7*	*349.8*	*.1935*	*98*
Keweenaw	**All mfg.**	**1**		**4.8**	**.0002**	**0**
Lake	**All mfg.**	**1**		**3.6**	**.0002**	**0**
Lapeer	**All mfg.**	**35**	**11**	**266.7**	**.0124**	**67**
Leelanau	**All mfg.**	**6**	**1**	**29.3**	**.0014**	**44**
Lenawee	**All mfg.**	**89**	**34**	**1,324.3**	**.0614**	**79**
3585	Refrigeration & heating equipment	4	3	230.4	1.4809	85
3714	Motor-vehicle parts & accessories	6	4	194.9	.5097	96
8062	*General medical & surgical hospitals*	*5*	*2*	*61.6*	*.0341*	*82*
Livingston	**All mfg.**	**64**	**12**	**673.1**	**.0312**	**64**
Luce	**All mfg.**	**1**	**1**	**28.2**	**.0013**	**100**
Mackinac	**All mfg.**	**3**		**4.0**	**.0002**	**0**
Macomb	**All mfg.**	**790**	**161**	**10,856.7**	**.5035**	**80**
2399	Fabricated textile products n.e.c.	5	4	92.3	5.2289	94
3079	Miscellaneous plastics products	47	15	274.0	1.1501	73
3452	Bolts, nuts, rivets, & washers	15	5	135.6	3.5097	74
3465	Automotive stampings	22	9	1,138.9	12.7737	96
3469	Metal stampings n.e.c.	27	3	100.4	.8597	29
3523	Farm machinery & equipment	1	1	257.0	2.5820	100
3541	Metal-cutting machine tools	28	7	172.6	3.9606	72
3544	Special dies, tools, jigs, & fixtures	113	13	358.6	6.2345	48
3545	Machine-tool accessories	35	4	156.9	4.7667	55
3559	Special-industry machinery n.e.c.	6	2	142.1	1.5866	87
3599	Machinery, except electrical, n.e.c.	51	5	180.3	1.5754	40
3711	Motor vehicles & passenger-car bodies	6	3	2,126.0	2.2160	99
3713	Truck & bus bodies	6	2	520.4	5.6800	97
3714	Motor-vehicle parts & accessories	30	16	1,271.5	3.3253	95
3795	Tanks & tank components	4	2	891.8	51.3325	98
8062	*General medical & surgical hospitals*	*7*	*6*	*206.7*	*.1144*	*98*
Manistee	**All mfg.**	**14**	**6**	**194.1**	**.0090**	**79**
Marquette	**All mfg.**	**12**	**4**	**55.6**	**.0026**	**62**
1011	*Iron-ore mining*	*7*	*4*	*254.3*	*16.4542*	*90*
8062	*General medical & surgical hospitals*	*3*	*3*	*70.2*	*.0388*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*48.5*	*.1817*	*100*
Mason	**All mfg.**	**26**	**9**	**249.9**	**.0116**	**69**
Mecosta	**All mfg.**	**14**	**4**	**132.3**	**.0061**	**76**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*58.2*	*.2180*	*100*
Menominee	**All mfg.**	**35**	**8**	**329.6**	**.0153**	**70**
Midland	**All mfg.**	**23**	**10**	**762.3**	**.0354**	**94**
2822	Synthetic rubber	4	4	568.2	9.1096	100
Missaukee	**All mfg.**	**3**		**10.0**	**.0005**	**0**
Monroe	**All mfg.**	**47**	**15**	**784.3**	**.0364**	**84**
3469	Metal stampings n.e.c.	4	3	214.0	1.8324	98
Montcalm	**All mfg.**	**27**	**12**	**795.0**	**.0369**	**89**
3632	Household refrigerators & freezers	2	2	437.9	18.3490	100
Montmorency	**All mfg.**	**7**	**2**	**35.2**	**.0016**	**79**
Muskegon	**All mfg.**	**139**	**48**	**1,959.0**	**.0909**	**79**
2522	Metal office furniture	3	2	113.5	3.3768	98
3321	Gray-iron foundries	3	2	94.7	.9931	98
3369	Nonferrous foundries n.e.c.	2	2	140.8	7.9253	100
Newaygo	**All mfg.**	**14**	**5**	**182.7**	**.0085**	**75**
Oakland	**All mfg.**	**1,074**	**222**	**19,869.2**	**.9215**	**85**
1611	*Highway & street construction*	*9*	*5*	*127.7*	*.7384*	*85*
2011	Meat-packing plants	2	1	380.1	.8511	98
2013	Sausages & other prepared meats	2	1	435.6	3.1152	99
2085	Distilled liquor, except brandy	2	1	313.7	6.3479	86
2731	Book publishing	6	3	169.3	1.7248	93
2899	Chemical preparations n.e.c.	11	4	206.0	1.9353	79
3079	Miscellaneous plastics products	49	12	211.1	.8861	58
3442	Metal doors, sash, & trim	13	4	97.3	1.3067	58
3444	Sheet-metal work	15	5	128.6	1.0852	73
3451	Screw-machine products	20	2	54.4	2.4554	31
3452	Bolts, nuts, rivets, & washers	14	5	96.1	2.4873	64
3465	Automotive stampings	16	6	123.0	1.3795	71
3469	Metal stampings n.e.c.	20	4	135.6	1.1611	59
3535	Conveyors & conveying equipment	13	6	131.8	4.0675	75
3541	Metal-cutting machine tools	44	5	207.8	4.7684	54
3544	Special dies, tools, jigs, & fixtures	93	12	262.2	4.5585	40
3545	Machine-tool accessories	48	7	260.0	7.8989	66
3559	Special-industry machinery n.e.c.	16	5	167.1	1.8658	70
3599	Machinery, except electrical, n.e.c.	59	9	207.0	1.8087	38
3711	Motor vehicles & passenger-car bodies	6	6	9,504.2	9.9065	100
3713	Truck & bus bodies	4	2	2,278.5	24.8693	100
3714	Motor-vehicle parts & accessories	29	10	670.4	1.7533	83
3724	Aircraft engines & engine parts	3	2	157.7	1.7543	98
3728	Aircraft equipment n.e.c.	11	3	93.7	.7768	76
5081	*Commercial-equipment wholesalers*	*17*	*2*	*244.6*	*4.0202*	*88*
5084	*Industrial-machinery distributors*	*34*	*3*	*229.7*	*1.3492*	*32*
5085	*Industrial-supply distributors*	*29*	*1*	*271.3*	*1.3682*	*37*
7011	*Hotels, motels, & tourist courts*	*20*	*7*	*59.7*	*.1922*	*69*
8062	*General medical & surgical hospitals*	*12*	*9*	*682.8*	*.3778*	*98*
Oceana	**All mfg.**	**7**	**3**	**86.8**	**.0040**	**77**
Ogemaw	**All mfg.**	**14**	**1**	**126.8**	**.0059**	**10**
Ontonagon	**All mfg.**	**5**	**4**	**802.8**	**.0372**	**100**
3331	Primary copper	1	1	538.1	7.7685	100
3351	Copper rolling & drawing	1	1	205.0	6.0200	100
Osceola	**All mfg.**	**16**	**9**	**204.9**	**.0095**	**85**
Oscoda	**All mfg.**	**4**	**1**	**40.0**	**.0019**	**35**
Otsego	**All mfg.**	**11**	**2**	**105.0**	**.0049**	**62**
8062	*General medical & surgical hospitals*	*2*	*2*	*347.2*	*.1921*	*100*
Ottawa	**All mfg.**	**210**	**76**	**2,911.0**	**.1350**	**83**
2017	Poultry & egg processing	1	1	154.8	3.8746	100
2521	Wood office furniture	2	2	441.1	18.8038	100
3079	Miscellaneous plastics products	14	3	67.1	.2816	66
3231	Products of purchased glass	3	1	78.0	3.2866	94
3542	Metal-forming machine tools	2	2	93.2	6.1808	100
3585	Refrigeration & heating equipment	4	4	101.5	.6524	100
Presque Isle	**All mfg.**	**4**	**1**	**44.0**	**.0020**	**84**
Roscommon	**All mfg.**	**9**	**1**	**35.8**	**.0017**	**33**
Saginaw	**All mfg.**	**130**	**37**	**3,416.2**	**.1584**	**85**
3321	Gray-iron foundries	1	1	466.0	4.8871	100
3322	Malleable-iron foundries	1	1	131.6	19.0091	100
3714	Motor-vehicle parts & accessories	6	6	1,275.4	3.3355	100
8062	*General medical & surgical hospitals*	*5*	*5*	*178.6*	*.0988*	*100*
St. Clair	**All mfg.**	**97**	**37**	**1,075.8**	**.0499**	**82**
8062	*General medical & surgical hospitals*	*4*	*3*	*55.7*	*.0308*	*94*
St. Joseph	**All mfg.**	**93**	**30**	**982.3**	**.0456**	**69**
2591	Drapery hardware & blinds & shades	1	1	51.3	3.9050	100
3714	Motor-vehicle parts & accessories	3	2	130.3	.3408	99
Sanilac	**All mfg.**	**35**	**15**	**300.8**	**.0140**	**82**
Schoolcraft	**All mfg.**	**4**	**2**	**55.4**	**.0026**	**94**
Shiawassee	**All mfg.**	**47**	**13**	**418.6**	**.0194**	**69**
3621	Motors & generators	3	3	113.7	1.4594	100
Tuscola	**All mfg.**	**30**	**9**	**364.5**	**.0169**	**81**
8062	*General medical & surgical hospitals*	*3*	*2*	*57.2*	*.0316*	*91*
Van Buren	**All mfg.**	**52**	**15**	**463.8**	**.0215**	**54**
Washtenaw	**All mfg.**	**163**	**53**	**4,028.6**	**.1868**	**90**
2732	Book printing	5	5	98.1	2.3292	100
3079	Miscellaneous plastics products	10	7	158.6	.6657	96
3573	Electronic computing equipment	9	4	141.1	.2733	71
3711	Motor vehicles & passenger-car bodies	1	1	866.1	.9028	100
3714	Motor-vehicle parts & accessories	10	8	1,858.9	4.8616	99
7011	*Hotels, motels, & tourist courts*	*13*	*5*	*36.8*	*.1185*	*80*
8062	*General medical & surgical hospitals*	*7*	*7*	*475.5*	*.2631*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*151.2*	*.5665*	*99*
Wayne	**All mfg.**	**1,442**	**327**	**37,291.3**	**1.7294**	**88**
1623	*Pipe- & utility-line construction*	*7*	*2*	*90.1*	*1.5168*	*78*
1629	*Heavy construction n.e.c.*	*9*	*3*	*165.5*	*.6271*	*84*

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab
2011	Meat-packing plants	9	5	360.9	.8081	89
2051	Bread, cake, & related products	17	4	176.4	1.1075	81
2082	Malt beverages	1	1	450.0	3.9931	100
2086	Bottled & canned soft drinks	10	6	213.2	1.1229	92
2396	Automotive & apparel trimmings	6	3	342.9	23.9874	99
2652	Set-up paperboard boxes	2	1	50.4	9.2173	95
2711	Newspapers	20	3	312.1	1.4120	86
2731	Book publishing	6	4	136.6	1.3916	95
2751	Letterpress commercial printing	33	5	79.6	.8507	44
2752	Lithographic commercial printing	30	6	163.6	1.2658	52
2821	Plastics materials & synthetic resins	5	3	341.5	1.6029	95
2851	Paints & allied products	19	6	320.2	2.8612	89
3079	Miscellaneous plastics products	26	4	70.9	.2976	35
3312	Blast furnaces & steel mills	11	5	2,507.3	8.4728	98
3316	Cold-rolled steel sheet, strip, & bars	12	6	1,078.9	16.6235	94
3325	Steel foundries n.e.c.	5	3	568.4	10.9870	98
3429	Hardware n.e.c.	10	2	245.0	2.7008	86
3441	Fabricated structural metal	22	4	350.8	1.6849	53
3442	Metal doors, sash, & trim	15	3	200.8	2.6966	77
3443	Fabricated plate work (boiler shops)	11	3	167.2	1.2303	76
3444	Sheet-metal work	18	7	159.1	1.3425	72
3451	Screw-machine products	37	4	95.7	4.3196	29
3452	Bolts, nuts, rivets, & washers	22	5	153.3	3.9678	59
3462	Iron & steel forgings	23	4	312.1	5.8695	71
3465	Automotive stampings	27	11	2,236.1	25.0796	97
3469	Metal stampings n.e.c.	28	10	223.3	1.9120	74
3519	Internal-combustion engines n.e.c.	5	5	1,666.0	16.7969	100
3523	Farm machinery & equipment	4	3	138.4	1.3905	98
3535	Conveyors & conveying equipment	15	6	126.1	3.8916	73
3541	Metal-cutting machine tools	35	3	115.8	2.6572	29
3544	Special dies, tools, jigs, & fixtures	93	8	377.4	6.5613	55
3545	Machine-tool accessories	42	4	118.4	3.5970	29
3559	Special-industry machinery n.e.c.	20	4	138.7	1.5487	58
3568	Power-transmission equipment n.e.c.	7	3	176.6	4.4154	90
3599	Machinery, except electrical, n.e.c.	57	3	162.6	1.4207	19
3711	Motor vehicles & passenger-car bodies	16	14	12,346.8	12.8695	100
3714	Motor-vehicle parts & accessories	56	25	3,895.0	10.1866	97
4911	*Electric services*	*3*	*2*	*2,529.6*	*2.3128*	*100*
4922	*Natural-gas transmission*	*4*	*3*	*2,294.1*	*5.0191*	*99*
4923	*Gas transmission & distribution*	*2*	*1*	*1,519.9*	*6.0897*	*98*
5051	*Metals service centers & sales offices*	*34*	*9*	*1,104.8*	*3.6289*	*64*
5084	*Industrial-machinery distributors*	*37*		*154.7*	*.9086*	*0*
5085	*Industrial-supply distributors*	*33*	*2*	*213.6*	*1.0772*	*26*
6025	*National banks, federal reserve system*	*9*	*6*	*1,744.4*	*1.2640*	*99*
7011	*Hotels, motels, & tourist courts*	*30*	*14*	*275.5*	*.8868*	*91*
7372	*Computer programming & software*	*4*	*2*	*64.6*	*.5652*	*93*
8062	*General medical & surgical hospitals*	*49*	*48*	*2,520.4*	*1.3944*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*3*	*151.2*	*.5665*	*90*
Wexford	**All mfg.**	**29**	**15**	**269.1**	**.0125**	**79**
STATE TOTAL	**All mfg.**	**6,977**	**1,812**	**139,744.2**	**6.4809**	**86**

MINNESOTA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab
Aitkin	**All mfg.**	**9**	**2**	**51.8**	**.0024**	**50**
Anoka	**All mfg.**	**66**	**23**	**1,313.4**	**.0609**	**87**
3482	Small-arms ammunition	2	2	164.4	9.9824	100
3621	Motors & generators	1	1	62.9	.8073	100
3634	Electric housewares & fans	1	1	139.1	3.6164	100
3841	Surgical & medical instruments	1	1	97.9	1.9346	100
Becker	**All mfg.**	**5**	**4**	**91.8**	**.0043**	**95**
Beltrami	**All mfg.**	**10**	**4**	**58.2**	**.0027**	**66**
Benton	**All mfg.**	**40**	**15**	**490.5**	**.0227**	**79**
2751	Letterpress commercial printing	3	3	39.1	.4179	100
3632	Household refrigerators & freezers	1	1	124.9	5.2336	100
3851	Ophthalmic goods	6	5	25.4	2.7744	96
Big Stone	**All mfg.**	**2**		**9.9**	**.0005**	**0**
Blue Earth	**All mfg.**	**45**	**18**	**729.8**	**.0338**	**74**
2751	Letterpress commercial printing	1	1	46.0	.4916	100
Brown	**All mfg.**	**25**	**6**	**572.1**	**.0265**	**81**
Carlton	**All mfg.**	**5**	**3**	**290.7**	**.0135**	**99**
2621	Paper mills, except building paper	1	1	181.9	.9051	100
Carver	**All mfg.**	**40**	**16**	**563.5**	**.0261**	**67**
Cass	**All mfg.**	**3**		**11.5**	**.0005**	**0**
Chippewa	**All mfg.**	**4**		**24.9**	**.0012**	**0**
Chisago	**All mfg.**	**17**	**4**	**103.7**	**.0048**	**50**
Clay	**All mfg.**	**7**	**2**	**95.4**	**.0044**	**50**
Clearwater	**All mfg.**	**5**		**19.3**	**.0009**	**0**
Cottonwood	**All mfg.**	**8**	**1**	**141.2**	**.0065**	**17**
Crow Wing	**All mfg.**	**20**	**3**	**168.1**	**.0078**	**68**
Dakota	**All mfg.**	**73**	**24**	**4,868.2**	**.2258**	**95**
Dodge	**All mfg.**	**4**	**1**	**48.6**	**.0023**	**62**
Douglas	**All mfg.**	**15**	**3**	**167.7**	**.0078**	**57**
Faribault	**All mfg.**	**17**	**6**	**152.7**	**.0071**	**73**
Fillmore	**All mfg.**	**8**	**2**	**151.7**	**.0070**	**21**
Freeborn	**All mfg.**	**29**	**7**	**755.3**	**.0350**	**90**
2011	Meat-packing plants	1	1	442.2	.9902	100

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab
Goodhue	**All mfg.**	**33**	**15**	**478.5**	**.0222**	**69**
Grant	**All mfg.**	**2**	**1**	**8.7**	**.0004**	**82**
Hennepin	**All mfg.**	**927**	**281**	**11,903.4**	**.5520**	**76**
2041	Flour & other grain-mill products	6	3	640.3	16.4949	96
2051	Bread, cake, & related products	8	4	212.4	1.3335	94
2431	Millwork	11	2	65.3	1.0670	54
2711	Newspapers	5	3	169.7	.7677	96
2751	Letterpress commercial printing	41	8	127.8	1.3659	48
2752	Lithographic commercial printing	18	6	180.7	1.3981	75
3069	Fabricated rubber products n.e.c.	12	2	55.3	1.0277	61
3079	Miscellaneous plastics products	34	12	171.7	.7207	71
3361	Aluminum foundries	6	4	140.4	4.6705	97
3469	Metal stampings n.e.c.	22	9	130.0	1.1131	57
3483	Ammunition, except small-arms, n.e.c.	1	1	109.6	7.4421	100
3524	Lawn & garden equipment	2	1	126.9	7.3158	98
3559	Special-industry machinery n.e.c.	9	3	73.1	.8162	68
3563	Air & gas compressors	3	2	107.3	3.2696	97
3573	Electronic computing equipment	19	12	647.4	1.2538	96
3585	Refrigeration & heating equipment	4	1	158.8	1.0207	91
3589	Service-industry machinery n.e.c.	5	4	172.9	5.6472	95
3599	Machinery, except electrical, n.e.c.	50	5	198.3	1.7326	39
3622	Industrial controls	4	2	249.8	4.7719	98
3662	Radio & TV communication equipment	9	5	319.4	.9463	89
3679	Electronic components n.e.c.	17	9	234.4	1.1983	86
3714	Motor-vehicle parts & accessories	7	3	177.2	.4634	88
3795	Tanks & tank components	1	1	320.1	18.4251	100
3822	Environmental controls	3	2	273.6	15.8581	100
3823	Industrial process-control instruments	5	2	273.7	6.8586	95
3829	Measuring & controlling devices n.e.c.	1	1	94.0	3.5304	100
3841	Surgical & medical instruments	6	4	65.1	1.2864	85
3842	Surgical appliances & supplies	8	5	143.8	2.1581	91
3851	Ophthalmic goods	4	2	61.9	6.7613	96
3993	Signs & advertising displays	12	3	53.3	2.2490	69
4011	*Line-haul-operating railroads*	*3*	*2*	*184.9*	*.7474*	*97*
4924	*Natural-gas distribution*	*1*	*1*	*662.8*	*3.2784*	*100*
4931	*Electric & other services combined*	*1*	*1*	*479.3*	*1.6206*	*100*
5051	*Metals service centers & sales offices*	*12*	*2*	*495.0*	*1.6259*	*74*
5081	*Commercial-equipment wholesalers*	*25*	*5*	*64.5*	*1.0801*	*45*
5084	*Industrial-machinery distributors*	*33*	*2*	*191.7*	*1.1260*	*16*
5085	*Industrial-supply distributors*	*38*	*4*	*252.4*	*1.2729*	*40*
6025	*National banks, federal reserve system*	*23*	*6*	*2,114.8*	*1.5324*	*93*
7011	*Hotels, motels, & tourist courts*	*50*	*22*	*217.8*	*.7010*	*82*
7372	*Computer programming & software*	*19*	*10*	*292.4*	*2.5584*	*82*
7374	*Data-processing services*	*14*	*5*	*113.4*	*1.4110*	*70*
8062	*General medical & surgical hospitals*	*13*	*12*	*977.6*	*.5409*	*100*
Houston	**All mfg.**	**7**	**2**	**53.9**	**.0025**	**56**
Hubbard	**All mfg.**	**2**		**7.0**	**.0003**	**0**
Isanti	**All mfg.**	**17**	**5**	**122.0**	**.0057**	**52**
Itasca	**All mfg.**	**13**	**3**	**273.1**	**.0127**	**83**
2621	Paper mills, except building paper	1	1	178.0	.8857	100
Jackson	**All mfg.**	**5**	**3**	**94.1**	**.0044**	**87**
Kanabec	**All mfg.**	**3**	**1**	**33.2**	**.0015**	**59**
Kandiyohi	**All mfg.**	**18**	**3**	**109.2**	**.0051**	**34**
Koochiching	**All mfg.**	**4**	**2**	**142.4**	**.0066**	**94**
Lac qui Parle	**All mfg.**	**6**		**70.7**	**.0033**	**0**
Lake	**All mfg.**	**3**	**2**	**26.6**	**.0012**	**94**
1011	*Iron-ore mining*	*1*	*1*	*211.6*	*13.6914*	*100*
Lake of the Woods	**All mfg.**	**2**	**1**	**5.7**	**.0003**	**61**
Le Sueur	**All mfg.**	**19**	**4**	**135.6**	**.0063**	**37**
Lyon	**All mfg.**	**20**	**9**	**295.7**	**.0137**	**78**
McLeod	**All mfg.**	**28**	**9**	**639.0**	**.0296**	**79**
2641	Paper coating & glazing	1	1	218.9	3.7712	100
3679	Electronic components n.e.c.	1	1	52.7	.2694	100
Marshall	**All mfg.**	**1**	**1**	**81.9**	**.0038**	**100**
Martin	**All mfg.**	**15**	**10**	**265.9**	**.0123**	**90**
Meeker	**All mfg.**	**10**	**2**	**81.6**	**.0038**	**25**
Mille Lacs	**All mfg.**	**14**	**4**	**108.5**	**.0050**	**46**
Morrison	**All mfg.**	**11**	**4**	**123.3**	**.0057**	**76**
2322	Men's & boys' underwear	1	1	22.4	4.4060	100
Mower	**All mfg.**	**17**	**4**	**595.7**	**.0276**	**91**
2011	Meat-packing plants	1	1	287.2	.6431	100
2013	Sausages & other prepared meats	2	1	215.8	1.5433	99
Murray	**All mfg.**	**2**	**1**	**39.1**	**.0018**	**75**
Nicollet	**All mfg.**	**5**	**2**	**50.1**	**.0023**	**39**
Nobles	**All mfg.**	**9**	**2**	**113.9**	**.0053**	**75**
Norman	**All mfg.**	**2**		**5.5**	**.0003**	**0**
Olmsted	**All mfg.**	**31**	**10**	**1,511.8**	**.0701**	**93**
3573	Electronic computing equipment	1	1	1,005.1	1.9466	100
7011	*Hotels, motels, & tourist courts*	*12*	*4*	*64.8*	*.2086*	*78*
8062	*General medical & surgical hospitals*	*4*	*4*	*299.5*	*.1657*	*100*
Otter Tail	**All mfg.**	**18**	**9**	**323.3**	**.0150**	**79**
8062	*General medical & surgical hospitals*	*5*	*3*	*66.2*	*.0366*	*93*
Pennington	**All mfg.**	**4**		**46.0**	**.0021**	**0**
Pine	**All mfg.**	**5**		**21.0**	**.0010**	**0**
Pipestone	**All mfg.**	**3**	**2**	**28.1**	**.0013**	**84**
Polk	**All mfg.**	**9**	**3**	**255.4**	**.0118**	**80**

1986 S&MM Est

MINNESOTA (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Pope	**All mfg.**	3		12.2	.0006	0
Ramsey	**All mfg.**	334	118	7,401.8	.3433	84
2641	Paper coating & glazing	2	2	1,426.6	24.5775	100
2721	Periodicals	8	2	147.7	1.2080	84
2731	Book publishing	4	2	284.6	2.8994	97
2751	Letterpress commercial printing	17	7	137.4	1.4685	87
2752	Lithographic commercial printing	6	4	132.2	1.0229	96
2899	Chemical preparations n.e.c.	1	1	181.3	1.7032	100
3079	Miscellaneous plastics products	8	2	67.7	.2842	83
3573	Electronic computing equipment	9	6	676.7	1.3106	98
3711	Motor vehicles & passenger-car bodies	2	1	800.8	.8347	98
7011	*Hotels, motels, & tourist courts*	*17*	*7*	*52.0*	*.1674*	*75*
7372	*Computer programming & software*	*10*	*7*	*58.5*	*.5119*	*91*
8062	*General medical & surgical hospitals*	*10*	*10*	*477.3*	*.2641*	*100*
8221	*Colleges & universities n.e.c.*	*12*	*6*	*252.6*	*.9464*	*96*
Red Lake	**All mfg.**	1	1	13.4	.0006	100
Redwood	**All mfg.**	9	3	87.7	.0041	59
Renville	**All mfg.**	11	4	174.6	.0081	69
Rice	**All mfg.**	26	8	397.2	.0184	63
8062	*General medical & surgical hospitals*	*4*	*4*	*87.2*	*.0482*	*100*
Rock	**All mfg.**	6	2	125.9	.0058	77
Roseau	**All mfg.**	3	2	81.7	.0038	96
St. Louis	**All mfg.**	77	19	897.4	.0416	59
1011	*Iron-ore mining*	*9*	*8*	*634.0*	*41.0223*	*99*
2038	Frozen food specialties	2	1	157.3	3.6743	98
4911	*Electric services*	*3*	*1*	*343.6*	*.3141*	*89*
8062	*General medical & surgical hospitals*	*8*	*7*	*199.3*	*.1103*	*98*
Scott	**All mfg.**	28	10	377.7	.0175	63
Sherburne	**All mfg.**	18	4	145.6	.0068	53
8062	*General medical & surgical hospitals*	*2*	*2*	*138.3*	*.0765*	*100*
Sibley	**All mfg.**	9	3	117.5	.0054	65
Stearns	**All mfg.**	31	15	682.8	.0317	82
2017	Poultry & egg processing	2	2	120.9	3.0261	100
3281	Cut stone & stone products	2	2	83.7	7.4866	100
Steele	**All mfg.**	38	14	657.0	.0305	80
3423	Hand & edge tools n.e.c.	1	1	93.0	2.7974	100
Stevens	**All mfg.**	6		23.6	.0011	0
Swift	**All mfg.**	4	1	35.5	.0016	47
Todd	**All mfg.**	13	3	200.3	.0093	37
Wabasha	**All mfg.**	12	5	184.3	.0085	73
Wadena	**All mfg.**	8	1	51.6	.0024	42
Waseca	**All mfg.**	9	3	256.7	.0119	88
2752	Lithographic commercial printing	1	1	110.2	.8526	100
3662	Radio & TV communication equipment	1	1	97.5	.2889	100
Washington	**All mfg.**	22	7	977.3	.0453	90
2431	Millwork	2	1	547.2	8.9410	100
2641	Paper coating & glazing	1	1	109.4	1.8847	100
Watonwan	**All mfg.**	9	4	109.4	.0051	69
Wilkin	**All mfg.**	1		5.5	.0003	0
Winona	**All mfg.**	45	21	542.9	.0252	77
Wright	**All mfg.**	30	6	202.0	.0094	57
4912	*Nuclear power*	*1*	*1*	*517.0*	*1.8383*	*100*
Yellow Medicine	**All mfg.**	6	3	71.5	.0033	86
STATE TOTAL	**All mfg.**	2,481	796	42,763.0	1.9832	79

MISSISSIPPI

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Adams	**All mfg.**	19	4	306.0	.0142	75
Alcorn	**All mfg.**	28	14	488.7	.0227	86
3661	Telephone & telegraph apparatus	1	1	241.5	1.2689	100
Amite	**All mfg.**	6	2	58.0	.0027	68
Attala	**All mfg.**	16	4	164.6	.0076	56
Benton	**All mfg.**	3	1	17.3	.0008	26
Bolivar	**All mfg.**	13	6	218.2	.0101	82
Calhoun	**All mfg.**	15	7	105.3	.0049	72
Carroll	**All mfg.**	1		3.6	.0002	0
Chickasaw	**All mfg.**	35	19	295.6	.0137	85
2512	Upholstered wood household furniture	15	5	99.5	1.9773	73
Choctaw	**All mfg.**	7	5	57.4	.0027	91
Claiborne	**All mfg.**	10	4	79.9	.0037	56
Clarke	**All mfg.**	15	6	97.2	.0045	74
Clay	**All mfg.**	12	5	724.7	.0336	96
2011	Meat-packing plants	1	1	590.2	1.3216	100
Coahoma	**All mfg.**	19	6	274.0	.0127	79
Copiah	**All mfg.**	20	12	166.4	.0077	82
Covington	**All mfg.**	7	3	91.2	.0042	89
De Soto	**All mfg.**	50	19	525.4	.0244	73
Forrest	**All mfg.**	35	13	427.3	.0198	72
8062	*General medical & surgical hospitals*	*2*	*2*	*69.6*	*.0385*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*109.0*	*.4084*	*98*
Franklin	**All mfg.**	6	1	30.1	.0014	44
George	**All mfg.**	3	1	11.1	.0005	54
Greene	**All mfg.**	2	1	10.0	.0005	86
Grenada	**All mfg.**	22	7	410.1	.0190	85
3585	Refrigeration & heating equipment	1	1	151.9	.9764	100
Hancock	**All mfg.**	13	5	195.5	.0091	73
3483	Ammunition, except small-arms, n.e.c.	1	1	55.0	3.7346	100
Harrison	**All mfg.**	71	28	693.9	.0322	63
7011	*Hotels, motels, & tourist courts*	*22*	*6*	*63.1*	*.2031*	*62*
8062	*General medical & surgical hospitals*	*6*	*5*	*217.3*	*.1202*	*99*
Hinds	**All mfg.**	146	50	1,923.8	.0892	75
2517	Wood TV & radio cabinets	1	1	62.1	10.0730	100
3561	Pumps & pumping equipment	1	1	152.7	2.2838	100
3613	Switchgear & switchboard apparatus	2	2	83.4	1.6698	100
3694	Engine electrical equipment	1	1	98.4	1.8424	100
4911	*Electric services*	*1*	*1*	*315.1*	*.2881*	*100*
6025	*National banks, federal reserve system*	*2*	*2*	*345.5*	*.2504*	*100*
7011	*Hotels, motels, & tourist courts*	*17*	*3*	*50.5*	*.1625*	*47*
8062	*General medical & surgical hospitals*	*7*	*6*	*291.3*	*.1612*	*97*
Holmes	**All mfg.**	6	4	83.9	.0039	93
Humphreys	**All mfg.**	7	3	75.7	.0035	69
Itawamba	**All mfg.**	18	8	148.3	.0069	75
Jackson	**All mfg.**	49	21	2,986.1	.1385	94
2621	Paper mills, except building paper	1	1	109.6	.3454	100
2911	Petroleum refining	1	1	1,765.1	1.2590	100
3731	Ship building & repairing	7	7	622.1	7.9172	100
Jasper	**All mfg.**	4	2	40.0	.0019	84
Jefferson	**All mfg.**	4	2	28.2	.0013	83
Jefferson Davis	**All mfg.**	2	1	10.9	.0005	42
Jones	**All mfg.**	42	13	462.6	.0215	56
2499	Wood products n.e.c.	2	1	71.7	1.5954	93
3612	Transformers	1	1	53.8	1.9048	100
Kemper	**All mfg.**	5	2	23.4	.0011	74
Lafayette	**All mfg.**	7	4	159.1	.0074	87
Lamar	**All mfg.**	11	5	526.5	.0244	92
Lauderdale	**All mfg.**	59	21	608.7	.0282	65
8062	*General medical & surgical hospitals*	*6*	*6*	*178.7*	*.0989*	*100*
Lawrence	**All mfg.**	5	5	133.4	.0062	100
Leake	**All mfg.**	11	7	104.4	.0048	91
Lee	**All mfg.**	71	36	970.7	.0450	85
2311	Men's & boys' suits & coats	3	3	59.8	1.6195	100
2328	Men's & boys' work clothing	3	3	44.9	1.2618	100
2512	Upholstered wood household furniture	10	6	111.0	2.2058	88
8062	*General medical & surgical hospitals*	*2*	*2*	*74.0*	*.0409*	*100*
Leflore	**All mfg.**	22	10	225.2	.0104	80
Lincoln	**All mfg.**	21	3	113.7	.0053	47
Lowndes	**All mfg.**	39	23	697.0	.0323	87
3621	Motors & generators	2	2	125.4	1.6095	100
Madison	**All mfg.**	30	8	231.3	.0107	70
Marion	**All mfg.**	10	4	75.9	.0035	54
8062	*General medical & surgical hospitals*	*1*	*1*	*194.8*	*.1078*	*100*
Marshall	**All mfg.**	13	6	149.8	.0069	84
Monroe	**All mfg.**	34	19	368.8	.0171	79
2327	Men's & boys' separate trousers	10	10	80.7	3.1368	100
Montgomery	**All mfg.**	10	4	72.8	.0034	65
Neshoba	**All mfg.**	13	12	183.8	.0085	99
Newton	**All mfg.**	13	7	176.4	.0082	84
Noxubee	**All mfg.**	8	5	55.5	.0026	69
Oktibbeha	**All mfg.**	17	7	205.0	.0095	80
Panola	**All mfg.**	27	8	174.9	.0081	65
Pearl River	**All mfg.**	21	5	146.5	.0068	46
Perry	**All mfg.**	3	2	15.5	.0007	93
Pike	**All mfg.**	20	7	277.9	.0129	52
Pontotoc	**All mfg.**	25	12	213.7	.0099	75
2512	Upholstered wood household furniture	8	4	96.3	1.9137	85
Prentiss	**All mfg.**	22	12	286.0	.0133	80
Quitman	**All mfg.**	4	3	117.0	.0054	96
Rankin	**All mfg.**	19	11	237.5	.0110	80
8062	*General medical & surgical hospitals*	*2*	*2*	*99.6*	*.0551*	*100*
Scott	**All mfg.**	25	11	366.7	.0170	81
2016	Poultry-dressing plants	3	3	96.4	1.4235	100
Sharkey	**All mfg.**	2	2	40.2	.0019	100
Simpson	**All mfg.**	9	3	123.2	.0057	80
3612	Transformers	1	1	83.7	2.9635	100
Smith	**All mfg.**	13	8	172.6	.0080	90
Stone	**All mfg.**	6	2	67.1	.0031	75

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Sunflower	**All mfg.**	**13**	**8**	**143.7**	**.0067**	**86**
Tallahatchie	**All mfg.**	**4**	**2**	**12.3**	**.0006**	**69**
Tate	**All mfg.**	**5**	**4**	**97.2**	**.0045**	**99**
Tippah	**All mfg.**	**15**	**10**	**199.4**	**.0092**	**85**
Tishomingo	**All mfg.**	**17**	**8**	**155.9**	**.0072**	**74**
Tunica	**All mfg.**	**2**		**25.5**	**.0012**	**0**
Union	**All mfg.**	**20**	**7**	**244.9**	**.0114**	**76**
2512	Upholstered wood household furniture	1	1	69.1	1.3732	100
Walthall	**All mfg.**	**5**	**1**	**22.0**	**.0010**	**60**
Warren	**All mfg.**	**27**	**10**	**358.2**	**.0166**	**55**
Washington	**All mfg.**	**45**	**16**	**690.3**	**.0320**	**70**
Wayne	**All mfg.**	**9**	**5**	**102.8**	**.0048**	**82**
Webster	**All mfg.**	**9**	**6**	**63.0**	**.0029**	**87**
Wilkinson	**All mfg.**	**3**	**1**	**14.7**	**.0007**	**69**
Winston	**All mfg.**	**12**	**8**	**209.3**	**.0097**	**92**
Yalobusha	**All mfg.**	**5**	**4**	**85.2**	**.0040**	**96**
Yazoo	**All mfg.**	**11**	**5**	**306.6**	**.0142**	**95**
STATE TOTAL	**All mfg.**	**1,503**	**646**	**21,262.2**	**.9861**	**80**

MISSOURI

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Adair	**All mfg.**	**9**	**5**	**94.0**	**.0044**	**90**
Andrew	**All mfg.**	**1**		**5.8**	**.0003**	**0**
Atchison	**All mfg.**	**3**	**1**	**346.8**	**.0161**	**97**
Audrain	**All mfg.**	**18**	**7**	**191.9**	**.0089**	**65**
3255	Clay refractories	5	4	106.9	14.2876	97
Barry	**All mfg.**	**27**	**9**	**275.8**	**.0128**	**75**
Barton	**All mfg.**	**4**	**2**	**218.5**	**.0101**	**97**
2514	Metal household furniture	1	1	197.8	8.6146	100
Bates	**All mfg.**	**5**	**1**	**34.9**	**.0016**	**24**
Benton	**All mfg.**	**4**	**1**	**14.3**	**.0007**	**38**
Bollinger	**All mfg.**	**3**	**2**	**15.9**	**.0007**	**65**
Boone	**All mfg.**	**33**	**8**	**499.6**	**.0232**	**73**
3079	Miscellaneous plastics products	2	1	56.3	.2363	97
3546	Power-driven hand tools	1	1	92.5	7.1545	100
8062	*General medical & surgical hospitals*	*5*	*5*	*275.9*	*.1526*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*76.2*	*.2855*	*100*
Buchanan	**All mfg.**	**70**	**33**	**1,352.7**	**.0627**	**83**
3496	Miscellaneous fabricated wire products	2	2	85.1	1.8946	100
8062	*General medical & surgical hospitals*	*2*	*2*	*104.4*	*.0578*	*100*
Butler	**All mfg.**	**18**	**8**	**124.2**	**.0058**	**72**
8062	*General medical & surgical hospitals*	*4*	*3*	*76.9*	*.0425*	*95*
Caldwell	**All mfg.**	**1**	**1**	**24.1**	**.0011**	**100**
Callaway	**All mfg.**	**7**	**4**	**82.6**	**.0038**	**87**
8062	*General medical & surgical hospitals*	*2*	*1*	*76.1*	*.0421*	*93*
Camden	**All mfg.**	**8**	**1**	**66.2**	**.0031**	**48**
Cape Girardeau	**All mfg.**	**46**	**15**	**978.0**	**.0454**	**84**
Carroll	**All mfg.**	**5**	**2**	**68.3**	**.0032**	**92**
Carter	**All mfg.**	**5**	**3**	**38.6**	**.0018**	**81**
Cass	**All mfg.**	**11**	**2**	**49.9**	**.0023**	**51**
Cedar	**All mfg.**	**9**	**4**	**82.3**	**.0038**	**60**
Chariton	**All mfg.**	**2**	**1**	**8.9**	**.0004**	**82**
Christian	**All mfg.**	**9**	**2**	**76.1**	**.0035**	**84**
Clark	**All mfg.**	**1**		**8.3**	**.0004**	**0**
Clay	**All mfg.**	**73**	**22**	**737.6**	**.0342**	**64**
8062	*General medical & surgical hospitals*	*4*	*4*	*112.9*	*.0625*	*100*
Clinton	**All mfg.**	**2**	**1**	**15.3**	**.0007**	**89**
Cole	**All mfg.**	**14**	**6**	**348.7**	**.0162**	**86**
3612	Transformers	1	1	85.5	3.0272	100
8062	*General medical & surgical hospitals*	*4*	*4*	*64.7*	*.0358*	*100*
Cooper	**All mfg.**	**11**	**5**	**62.6**	**.0029**	**62**
Crawford	**All mfg.**	**8**	**3**	**45.9**	**.0021**	**72**
Dade	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Daviess	**All mfg.**	**3**		**9.3**	**.0004**	**0**
Dent	**All mfg.**	**5**	**3**	**27.9**	**.0013**	**91**
Douglas	**All mfg.**	**6**	**2**	**70.1**	**.0033**	**77**
Dunklin	**All mfg.**	**13**	**6**	**172.6**	**.0080**	**84**
Franklin	**All mfg.**	**69**	**25**	**611.9**	**.0284**	**62**
Gasconade	**All mfg.**	**17**	**4**	**90.7**	**.0042**	**52**
Gentry	**All mfg.**	**3**		**11.8**	**.0005**	**0**
Greene	**All mfg.**	**109**	**41**	**2,588.5**	**.1200**	**87**
2022	Natural & processed cheese	2	2	455.0	5.4028	100
2654	Sanitary food containers	1	1	106.6	4.2041	100
2731	Book publishing	1	1	121.7	1.2399	100
3651	Radio & TV receiving sets	1	1	265.3	3.6211	100
3679	Electronic components n.e.c.	2	2	94.2	.4816	100
8062	*General medical & surgical hospitals*	*4*	*4*	*201.3*	*.1114*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*70.7*	*.2649*	*91*
Grundy	**All mfg.**	**3**	**2**	**78.3**	**.0036**	**94**
Harrison	**All mfg.**	**2**	**1**	**5.0**	**.0002**	**68**
Henry	**All mfg.**	**11**	**4**	**151.6**	**.0070**	**78**
Hickory	**All mfg.**	**2**		**4.7**	**.0002**	**0**
Holt	**All mfg.**	**2**	**1**	**82.7**	**.0038**	**92**

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Howard	**All mfg.**	**7**	**4**	**74.9**	**.0035**	**89**
Howell	**All mfg.**	**24**	**9**	**197.5**	**.0092**	**76**
Iron	**All mfg.**	**3**	**2**	**32.8**	**.0015**	**97**
Jackson	**All mfg.**	**429**	**115**	**9,695.2**	**.4496**	**85**
1311	*Crude petroleum & natural gas*	*2*	*1*	*343.7*	*.9564*	*96*
1629	*Heavy construction n.e.c.*	*6*	*3*	*139.4*	*.5282*	*78*
2711	Newspapers	8	1	56.7	.2565	74
2771	Greeting-card publishing	2	1	736.2	30.7224	100
2834	Pharmaceutical preparations	4	2	389.4	1.8247	99
2869	Industrial organic chemicals n.e.c.	2	1	395.7	1.2406	98
3079	Miscellaneous plastics products	22	6	90.6	.3803	63
3312	Blast furnaces & steel mills	1	1	385.2	1.3017	100
3315	Steel wire & related products	1	1	151.8	6.2990	100
3482	Small-arms ammunition	2	1	325.0	19.7340	98
3523	Farm machinery & equipment	2	1	148.8	1.4949	98
3661	Telephone & telegraph apparatus	1	1	536.5	2.8190	100
3679	Electronic components n.e.c.	3	3	248.0	1.2678	100
3711	Motor vehicles & passenger-car bodies	1	1	1,654.2	1.7242	100
4011	*Line-haul-operating railroads*	*1*	*1*	*413.7*	*1.6722*	*100*
4911	*Electric services*	*2*	*2*	*569.1*	*.5203*	*100*
4924	*Natural-gas distribution*	*2*	*1*	*445.4*	*2.2031*	*98*
6025	*National banks, federal reserve system*	*14*	*5*	*524.5*	*.3801*	*87*
7011	*Hotels, motels, & tourist courts*	*28*	*14*	*198.2*	*.6380*	*86*
8062	*General medical & surgical hospitals*	*15*	*14*	*798.0*	*.4415*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*5*	*100.5*	*.3765*	*100*
Jasper	**All mfg.**	**86**	**40**	**1,236.6**	**.0573**	**79**
2816	Inorganic pigments	1	1	71.1	7.0930	100
8062	*General medical & surgical hospitals*	*4*	*4*	*85.8*	*.0475*	*100*
Jefferson	**All mfg.**	**35**	**14**	**622.0**	**.0288**	**81**
Johnson	**All mfg.**	**11**	**5**	**70.9**	**.0033**	**66**
Knox	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Laclede	**All mfg.**	**18**	**8**	**179.2**	**.0083**	**71**
Lafayette	**All mfg.**	**19**	**6**	**92.2**	**.0043**	**44**
Lawrence	**All mfg.**	**21**	**7**	**179.3**	**.0083**	**48**
Lewis	**All mfg.**	**2**	**1**	**14.7**	**.0007**	**86**
Lincoln	**All mfg.**	**8**	**2**	**25.4**	**.0012**	**32**
Linn	**All mfg.**	**8**	**3**	**131.3**	**.0061**	**69**
Livingston	**All mfg.**	**9**	**3**	**74.8**	**.0035**	**47**
McDonald	**All mfg.**	**9**	**4**	**100.9**	**.0047**	**81**
Macon	**All mfg.**	**4**	**2**	**49.3**	**.0023**	**94**
Madison	**All mfg.**	**6**		**22.8**	**.0011**	**0**
Maries	**All mfg.**	**3**		**45.0**	**.0021**	**0**
Marion	**All mfg.**	**29**	**11**	**461.5**	**.0214**	**81**
Miller	**All mfg.**	**10**	**3**	**91.6**	**.0042**	**70**
Mississippi	**All mfg.**	**5**	**2**	**39.7**	**.0018**	**77**
Moniteau	**All mfg.**	**6**	**4**	**80.9**	**.0038**	**85**
Monroe	**All mfg.**	**5**	**2**	**36.0**	**.0017**	**57**
Montgomery	**All mfg.**	**9**	**2**	**39.2**	**.0018**	**45**
Morgan	**All mfg.**	**6**	**3**	**35.0**	**.0016**	**82**
New Madrid	**All mfg.**	**4**	**3**	**68.2**	**.0022**	**95**
Newton	**All mfg.**	**22**	**10**	**384.9**	**.0179**	**82**
Nodaway	**All mfg.**	**13**	**1**	**113.2**	**.0052**	**35**
Oregon	**All mfg.**	**4**	**1**	**14.1**	**.0007**	**30**
Osage	**All mfg.**	**8**	**1**	**45.7**	**.0021**	**41**
Ozark	**All mfg.**	**5**		**12.9**	**.0006**	**0**
Pemiscot	**All mfg.**	**6**	**4**	**62.5**	**.0029**	**83**
Perry	**All mfg.**	**9**	**3**	**82.1**	**.0038**	**75**
Pettis	**All mfg.**	**32**	**14**	**383.8**	**.0178**	**73**
Phelps	**All mfg.**	**10**	**3**	**63.3**	**.0029**	**59**
Pike	**All mfg.**	**9**	**4**	**143.1**	**.0066**	**88**
Platte	**All mfg.**	**6**		**32.3**	**.0015**	**0**
Polk	**All mfg.**	**5**	**2**	**35.9**	**.0017**	**66**
Pulaski	**All mfg.**	**7**	**3**	**39.1**	**.0018**	**80**
8062	*General medical & surgical hospitals*	*2*	*1*	*61.2*	*.0339*	*93*
Putnam	**All mfg.**	**2**		**5.4**	**.0003**	**0**
Ralls	**All mfg.**	**2**		**7.1**	**.0003**	**0**
Randolph	**All mfg.**	**14**	**5**	**151.8**	**.0070**	**70**
Ray	**All mfg.**	**6**	**1**	**44.8**	**.0021**	**18**
Reynolds	**All mfg.**	**2**	**1**	**5.2**	**.0002**	**65**
Ripley	**All mfg.**	**3**	**2**	**12.2**	**.0006**	**34**
St. Charles	**All mfg.**	**57**	**11**	**939.2**	**.0436**	**81**
2869	Industrial organic chemicals n.e.c.	1	1	500.4	1.5689	100
3662	Radio & TV communication equipment	1	1	174.7	.5176	100
St. Clair	**All mfg.**	**2**		**6.9**	**.0003**	**0**
Ste. Genevieve	**All mfg.**	**6**	**5**	**133.3**	**.0062**	**99**
St. Francois	**All mfg.**	**19**	**3**	**162.2**	**.0075**	**50**
8062	*General medical & surgical hospitals*	*4*	*4*	*112.1*	*.0620*	*100*
St. Louis	**All mfg.**	**206**	**57**	**2,779.3**	**.1289**	**75**
3585	Refrigeration & heating equipment	4	2	456.0	2.9310	98
3713	Truck & bus bodies	2	1	235.8	2.5737	99
7011	*Hotels, motels, & tourist courts*	*14*	*6*	*56.2*	*.1809*	*77*
8062	*General medical & surgical hospitals*	*3*	*2*	*68.9*	*.0381*	*78*
St. Louis city	**All mfg.**	**880**	**269**	**12,288.5**	**.5699**	**78**
1622	*Bridge & tunnel construction*	*7*	*3*	*249.7*	*3.6966*	*92*
2051	Bread, cake, & related products	10	6	294.5	1.8490	96

1986 S&MM Est.

MISSOURI (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab
2082	Malt beverages	1	1	1,625.8	14.4265	100
2711	Newspapers	8	3	72.9	.3298	88
2751	Letterpress commercial printing	32	7	106.1	1.1340	51
2752	Lithographic commercial printing	20	5	120.2	.9300	53
2834	Pharmaceutical preparations	9	7	212.4	.9953	96
2841	Soap & other detergents	13	8	686.5	7.9401	93
2869	Industrial organic chemicals n.e.c.	7	4	325.5	1.0205	92
2899	Chemical preparations n.e.c.	10	3	211.4	1.9860	75
3079	Miscellaneous plastics products	26	8	107.8	.4525	63
3143	Men's nonathletic footwear	1	1	69.9	2.7062	100
3433	Heating equipment, except electric	7	4	104.6	2.2124	88
3441	Fabricated structural metal	13	4	277.9	1.3348	76
3443	Fabricated plate work (boiler shops)	13	5	359.9	2.6482	87
3586	Measuring & dispensing pumps	1	1	87.1	16.6221	100
3613	Switchgear & switchboard apparatus	3	3	112.6	2.2544	100
3621	Motors & generators	8	6	317.3	4.0726	97
3713	Truck & bus bodies	5	3	248.8	2.7156	98
3714	Motor-vehicle parts & accessories	10	3	157.8	.4127	76
3721	Aircraft	1	1	509.7	1.7624	100
3822	Environmental controls	3	2	61.9	3.5878	95
4011	*Line-haul-operating railroads*	*9*	*3*	*1,992.2*	*8.0527*	*98*
4923	*Gas transmission & distribution*	*1*	*1*	*347.2*	*1.3911*	*100*
4931	*Electric & other services combined*	*1*	*1*	*907.7*	*3.0691*	*100*
5084	*Industrial-machinery distributors*	*28*	*1*	*149.4*	*.8775*	*30*
5085	*Industrial-supply distributors*	*27*	*2*	*219.1*	*1.1049*	*52*
6025	*National banks, federal reserve system*	*12*	*5*	*877.2*	*.6356*	*92*
7011	*Hotels, motels, & tourist courts*	*35*	*16*	*239.3*	*.7702*	*89*
7372	*Computer programming & software*	*4*	*2*	*92.4*	*.8085*	*95*
7374	*Data-processing services*	*9*	*3*	*157.4*	*1.9584*	*94*
8062	*General medical & surgical hospitals*	*30*	*28*	*1,791.0*	*.9909*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*87.5*	*.3278*	*93*
Saline	**All mfg.**	**14**	**5**	**375.1**	**.0174**	**88**
8062	*General medical & surgical hospitals*	*3*	*2*	*75.7*	*.0419*	*96*
Scotland	**All mfg.**	**2**		**7.8**	**.0004**	**0**
Scott	**All mfg.**	**26**	**11**	**262.9**	**.0122**	**67**
Shannon	**All mfg.**	**5**	**3**	**20.5**	**.0010**	**75**
Shelby	**All mfg.**	**2**	**2**	**17.5**	**.0008**	**100**
Stoddard	**All mfg.**	**13**	**6**	**112.8**	**.0052**	**69**
Stone	**All mfg.**	**4**	**3**	**30.4**	**.0014**	**93**
Sullivan	**All mfg.**	**1**	**1**	**37.3**	**.0017**	**100**
Taney	**All mfg.**	**6**	**2**	**79.5**	**.0037**	**32**
Texas	**All mfg.**	**11**	**5**	**103.1**	**.0048**	**84**
Vernon	**All mfg.**	**9**	**5**	**83.8**	**.0039**	**86**
Warren	**All mfg.**	**11**	**4**	**154.3**	**.0072**	**73**
Washington	**All mfg.**	**3**	**1**	**34.0**	**.0016**	**74**
Wayne	**All mfg.**	**8**	**1**	**28.1**	**.0013**	**38**
Webster	**All mfg.**	**13**	**7**	**168.9**	**.0078**	**86**
Worth	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Wright	**All mfg.**	**4**	**4**	**81.1**	**.0038**	**100**
STATE TOTAL	**All mfg.**	**2,899**	**953**	**43,003.5**	**1.9944**	**79**

MONTANA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab
Beaverhead	**All mfg.**	**2**	**1**	**23.3**	**.0011**	**36**
Broadwater	**All mfg.**	**2**		**5.6**	**.0003**	**0**
Cascade	**All mfg.**	**16**	**3**	**108.3**	**.0050**	**24**
8062	*General medical & surgical hospitals*	*3*	*3*	*108.4*	*.0600*	*100*
Custer	**All mfg.**	**2**		**7.4**	**.0003**	**0**
Dawson	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Deer Lodge						
8062	*General medical & surgical hospitals*	*2*	*2*	*144.3*	*.0798*	*100*
Fergus	**All mfg.**	**2**		**13.7**	**.0006**	**0**
Flathead	**All mfg.**	**19**	**6**	**441.5**	**.0205**	**80**
3334	Primary aluminum	1	1	293.1	5.3061	100
Gallatin	**All mfg.**	**16**	**2**	**86.3**	**.0040**	**25**
Glacier	**All mfg.**	**2**		**62.5**	**.0029**	**0**
Hill	**All mfg.**	**4**		**18.3**	**.0008**	**0**
Jefferson	**All mfg.**	**2**		**31.3**	**.0015**	**0**
Lake	**All mfg.**	**2**	**1**	**20.1**	**.0009**	**74**
Lewis and Clark	**All mfg.**	**11**	**3**	**94.9**	**.0044**	**54**
Liberty	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Lincoln	**All mfg.**	**5**	**3**	**117.8**	**.0055**	**84**
Mineral	**All mfg.**	**2**	**1**	**21.2**	**.0010**	**89**
Missoula	**All mfg.**	**21**	**5**	**314.4**	**.0146**	**66**
8062	*General medical & surgical hospitals*	*3*	*2*	*71.9*	*.0398*	*92*
Park	**All mfg.**	**3**	**1**	**14.4**	**.0007**	**69**
Pondera	**All mfg.**	**1**		**2.6**	**.0001**	**0**
Powell	**All mfg.**	**1**		**7.6**	**.0004**	**0**
Ravalli	**All mfg.**	**4**		**12.8**	**.0006**	**0**
Richland	**All mfg.**	**7**	**1**	**44.1**	**.0020**	**36**
Roosevelt	**All mfg.**	**4**	**1**	**26.9**	**.0012**	**34**
Sanders	**All mfg.**	**1**		**5.0**	**.0002**	**0**
Silver Bow	**All mfg.**	**5**	**2**	**47.0**	**.0022**	**74**
Stillwater	**All mfg.**	**2**		**7.3**	**.0003**	**0**
Valley	**All mfg.**	**2**		**3.5**	**.0002**	**0**
Yellowstone	**All mfg.**	**33**	**8**	**922.9**	**.0428**	**86**
8062	*General medical & surgical hospitals*	*2*	*2*	*104.5*	*.0578*	*100*
STATE TOTAL	**All mfg.**	**173**	**38**	**2,465.7**	**.1144**	**67**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

NEBRASKA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab
Adams	**All mfg.**	**23**	**8**	**206.6**	**.0096**	**59**
8062	*General medical & surgical hospitals*	*2*	*2*	*63.5*	*.0351*	*100*
Antelope	**All mfg.**	**1**		**11.9**	**.0006**	**0**
7011	*Hotels, motels, & tourist courts*	*1*	*1*	*49.8*	*.1603*	*100*
Box Butte	**All mfg.**	**8**	**1**	**38.2**	**.0018**	**12**
Buffalo	**All mfg.**	**15**	**9**	**363.8**	**.0169**	**91**
Burt	**All mfg.**	**2**	**1**	**18.3**	**.0008**	**49**
Butler	**All mfg.**	**3**		**24.1**	**.0011**	**0**
Cass	**All mfg.**	**6**	**2**	**116.6**	**.0054**	**68**
Cedar	**All mfg.**	**2**		**21.7**	**.0010**	**0**
Chase	**All mfg.**	**1**		**10.4**	**.0005**	**0**
Cheyenne	**All mfg.**	**6**	**1**	**82.7**	**.0038**	**9**
Clay	**All mfg.**	**1**		**.9**	**.0000**	**0**
Cuming	**All mfg.**	**3**	**2**	**251.2**	**.0116**	**96**
Custer	**All mfg.**	**3**	**1**	**26.4**	**.0012**	**81**
Dakota	**All mfg.**	**7**	**1**	**1,577.5**	**.0732**	**98**
2011	Meat-packing plants	1	1	1,548.8	3.4682	100
Dawson	**All mfg.**	**22**	**6**	**432.5**	**.0201**	**69**
Deuel	**All mfg.**	**1**		**5.4**	**.0003**	**0**
Dixon	**All mfg.**	**1**	**1**	**29.0**	**.0013**	**100**
Dodge	**All mfg.**	**30**	**6**	**464.3**	**.0215**	**58**
Douglas	**All mfg.**	**233**	**69**	**4,306.5**	**.1997**	**79**
1623	*Pipe- & utility-line construction*	*2*	*2*	*539.5*	*9.0823*	*100*
1629	*Heavy construction n.e.c.*	*3*	*1*	*1,870.2*	*7.0863*	*100*
2011	Meat packing plants	15	7	792.9	1.7755	89
3523	Farm machinery & equipment	6	1	298.8	3.0019	90
3661	Telephone & telegraph apparatus	2	1	711.1	3.7364	99
4011	*Line-haul operating railroads*	*2*	*2*	*1,378.6*	*6.3809*	*100*
4911	*Electric services*	*1*	*1*	*428.4*	*.3917*	*100*
6025	*National banks, federal reserve system*	*7*	*3*	*206.2*	*.1494*	*87*
7011	*Hotels, motels, & tourist courts*	*13*	*5*	*58.8*	*.1893*	*85*
8062	*General medical & surgical hospitals*	*10*	*9*	*482.0*	*.2667*	*100*
Fillmore	**All mfg.**	**2**		**11.1**	**.0005**	**0**
Furnas	**All mfg.**	**2**		**22.2**	**.0010**	**0**
Gage	**All mfg.**	**12**	**4**	**131.6**	**.0061**	**49**
Garden	**All mfg.**	**2**	**2**	**13.8**	**.0006**	**100**
Garfield	**All mfg.**	**2**		**11.3**	**.0005**	**0**
Hall	**All mfg.**	**34**	**10**	**1,374.8**	**.0638**	**90**
2011	Meat-packing plants	1	1	791.1	1.7715	100
3523	Farm machinery & equipment	4	1	218.9	2.1992	93
Hamilton	**All mfg.**	**6**	**1**	**32.9**	**.0015**	**27**
Hitchcock	**All mfg.**	**1**	**1**	**11.1**	**.0005**	**100**
Holt	**All mfg.**	**2**	**1**	**20.2**	**.0009**	**55**
Jefferson	**All mfg.**	**7**	**2**	**59.0**	**.0027**	**39**
Johnson	**All mfg.**	**1**	**1**	**38.8**	**.0018**	**100**
Kearney	**All mfg.**	**3**	**1**	**44.2**	**.0020**	**80**
Keith	**All mfg.**	**3**	**1**	**52.5**	**.0024**	**67**
Kimball	**All mfg.**	**1**		**3.1**	**.0001**	**0**
Lancaster	**All mfg.**	**87**	**2[illegible]**	**1,607.5**	**.0746**	**85**
3041	Rubber & plastic hose & belting	1	1	132.3	6.1765	100
8062	*General medical & surgical hospitals*	*7*	*6*	*196.2*	*.1086*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*68.8*	*.2578*	*96*
Lincoln	**All mfg.**	**4**		**27.0**	**.0013**	**0**
Madison	**All mfg.**	**24**	**10**	**809.2**	**.0375**	**82**
Merrick	**All mfg.**	**1**	**1**	**13.8**	**.0006**	**100**
Morrill	**All mfg.**	**1**	**1**	**33.6**	**.0016**	**100**
Nemaha	**All mfg.**	**7**	**2**	**42.6**	**.0020**	**38**
Nuckolls	**All mfg.**	**3**	**2**	**69.3**	**.0032**	**74**
Otoe	**All mfg.**	**9**	**3**	**112.7**	**.0052**	**48**
Phelps	**All mfg.**	**4**	**2**	**69.1**	**.0032**	**80**
Pierce	**All mfg.**	**2**		**27.0**	**.0013**	**0**
Platte	**All mfg.**	**26**	**7**	**466.1**	**.0216**	**79**
3523	Farm machinery & equipment	5	3	143.7	1.4437	92
Polk	**All mfg.**	**2**		**5.3**	**.0002**	**0**
Red Willow	**All mfg.**	**5**	**1**	**53.5**	**.0025**	**53**
Richardson	**All mfg.**	**7**	**1**	**51.8**	**.0024**	**25**

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Rock	**All mfg.**	1		8.3	.0004	0
Saline	**All mfg.**	8	4	370.7	.0172	96
Sarpy	**All mfg.**	9	2	128.6	.0060	72
Saunders	**All mfg.**	3		18.0	.0008	0
Scotts Bluff	**All mfg.**	15	5	265.8	.0123	68
Seward	**All mfg.**	2	2	47.7	.0022	100
Sheridan	**All mfg.**	2		24.4	.0011	0
Thayer	**All mfg.**	2	1	15.4	.0007	90
Thurston	**All mfg.**	3	1	14.0	.0006	46
Valley	**All mfg.**	1		1.2	.0001	0
Washington	**All mfg.**	4	1	49.2	.0023	58
Wayne	**All mfg.**	4		14.4	.0007	0
Wheeler	**All mfg.**	1		5.2	.0002	0
York	**All mfg.**	12	2	82.3	.0038	30
STATE TOTAL	**All mfg.**	695	218	14,248.3	.6608	79

NEVADA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Carson City	**All mfg.**	18	3	110.6	.0051	48
Clark	**All mfg.**	47	12	545.7	.0253	67
4911	*Electric services*	*9*	*3*	*502.9*	*.4598*	*86*
7011	*Hotels, motels, & tourist courts*	*63*	*34*	*1,838.9*	*5.9190*	*83*
8062	*General medical & surgical hospitals*	*8*	*7*	*387.5*	*.2144*	*99*
Douglas	**All mfg.**	2	2	102.3	.0047	100
7011	*Hotels, motels, & tourist courts*	*6*	*6*	*579.6*	*1.8656*	*100*
Elko	**All mfg.**	2		4.8	.0002	0
7011	*Hotels, motels, & tourist courts*	*5*	*2*	*37.7*	*.1213*	*88*
Esmeralda	**All mfg.**	1		1.0	.0000	0
Lander	**All mfg.**	2	1	22.0	.0010	92
Lyon	**All mfg.**	5	1	77.9	.0036	22
Nye	**All mfg.**	2	2	88.9	.0041	100
Pershing	**All mfg.**	1	1	47.6	.0022	100
Washoe	**All mfg.**	50	14	572.0	.0265	66
6025	*National banks, federal reserve system*	*2*	*2*	*273.8*	*.1984*	*100*
7011	*Hotels, motels, & tourist courts*	*26*	*14*	*368.5*	*1.1861*	*95*
8062	*General medical & surgical hospitals*	*3*	*3*	*149.0*	*.0824*	*100*
STATE TOTAL	**All mfg.**	130	36	1,572.8	.0729	68

NEW HAMPSHIRE

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Belknap	**All mfg.**	44	18	375.7	.0174	68
Carroll	**All mfg.**	20	6	98.2	.0046	61
Cheshire	**All mfg.**	62	25	696.3	.0323	76
Coos	**All mfg.**	16	8	286.4	.0133	91
2611	Pulp mills	1	1	134.4	2.8665	100
Grafton	**All mfg.**	50	16	299.0	.0139	67
8062	*General medical & surgical hospitals*	*5*	*3*	*100.3*	*.0555*	*91*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*96.9*	*.3630*	*100*
Hillsborough	**All mfg.**	315	122	6,114.3	.2836	86
2641	Paper coating & glazing	2	1	180.7	3.1131	97
3021	Rubber & plastic footwear	3	3	87.8	15.4795	100
3079	Miscellaneous plastics products	13	7	77.9	.3270	80
3554	Paper-industries machinery	3	2	105.9	6.0722	92
3562	Ball & roller bearings	2	2	36.0	.9689	100
3573	Electronic computing equipment	16	9	588.2	1.1392	91
3641	Electric lamps	4	3	326.3	12.9233	98
3662	Radio & TV communication equipment	6	4	1,396.3	4.1370	100
3679	Electronic components n.e.c.	26	15	485.5	2.4820	93
3811	Engineering & scientific instruments	4	2	100.4	2.5826	94
4911	*Electric services*	*2*	*2*	*450.1*	*.4115*	*100*
7011	*Hotels, motels, & tourist courts*	*13*	*4*	*38.5*	*.1239*	*69*
8062	*General medical & surgical hospitals*	*6*	*6*	*199.1*	*.1102*	*100*
8221	*Colleges & universities n.e.c.*	*4*	[illegible]	*77.3*	*.2896*	*88*
Merrimack	**All mfg.**	81	29	843.9	.0391	76
3674	Semiconductors & related devices	1	1	31.5	.2880	100
8062	*General medical & surgical hospitals*	*4*	*4*	*140.7*	*.0778*	*100*
Rockingham	**All mfg.**	124	36	1,539.4	.0714	75
3573	Electronic computing equipment	6	2	210.0	.4067	92
7011	*Hotels, motels, & tourist courts*	*9*	*2*	*85.2*	*.2742*	*91*
8062	*General medical & surgical hospitals*	*4*	*4*	*80.8*	*.0447*	*100*
Strafford	**All mfg.**	58	25	666.3	.0309	84
3079	Miscellaneous plastics products	5	2	86.8	.3643	91
3144	Women's nonathletic footwear	6	5	106.6	5.2528	99
3825	Electricity-measuring instruments	2	2	63.4	1.1383	100
Sullivan	**All mfg.**	38	17	485.6	.0225	81
STATE TOTAL	**All mfg.**	808	302	11,405.1	.5289	82

NEW JERSEY

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Atlantic	**All mfg.**	71	23	809.7	.0376	67
3079	Miscellaneous plastics products	6	4	71.3	.2993	95
3262	Vitreous china food utensils	1	1	115.5	30.6691	100
4911	*Electric services*	*1*	*1*	*504.4*	*.4612*	*100*
7011	*Hotels, motels, & tourist courts*	*23*	*14*	*644.8*	*2.0755*	*98*
8062	*General medical & surgical hospitals*	*3*	*3*	*83.7*	*.0463*	*100*
Bergen	**All mfg.**	1,055	316	11,751.1	.5450	71
2051	Bread, cake, & related products	10	2	202.9	1.2739	87
2335	Women's & misses' dresses	11	3	50.8	1.4522	75
2647	Sanitary paper products	1	1	316.6	3.4001	100
2653	Corrugated & solid fiber boxes	12	7	144.1	1.3712	77
2655	Fiber cans, drums, & similar products	2	1	147.4	9.5306	97
2711	Newspapers	9	3	94.8	.4289	90
2731	Book publishing	17	9	266.1	2.7110	78
2732	Book printing	4	3	126.8	3.0107	97
2751	Letterpress commercial printing	25	7	75.1	.8027	59
2752	Lithographic commercial printing	29	5	294.1	2.2755	75
2834	Pharmaceutical preparations	18	10	302.1	1.4156	81
2842	Polishes & sanitation goods	10	6	222.0	3.0126	83
2844	Toilet preparations	18	11	584.9	4.7485	94
3079	Miscellaneous plastics products	39	16	221.3	.9289	75
3444	Sheet-metal work	17	2	86.8	.7324	31
3499	Fabricated metal products n.e.c.	11	5	130.0	1.4723	76
3573	Electronic computing equipment	14	6	171.9	.3329	72
3599	Machinery, except electrical, n.e.c.	16	5	108.7	.9498	78
3621	Motors & generators	4	2	88.7	1.1385	91
3662	Radio & TV communication equipment	9	3	95.8	.2838	88
3679	Electronic components n.e.c.	23	5	128.0	.6544	69
3728	Aircraft equipment n.e.c.	6	3	87.6	.7262	85
3811	Engineering & scientific instruments	13	4	69.6	1.7903	76
3841	Surgical & medical instruments	7	4	114.3	2.2587	94
3842	Surgical appliances & supplies	7	4	156.5	2.3487	95
3861	Photographic equipment & supplies	16	3	197.7	1.7411	51
5065	*Electronic-parts wholesalers*	*13*	*3*	*175.2*	*1.7962*	*65*
5084	*Industrial-machinery distributors*	*32*	*3*	*194.0*	*1.1395*	*33*
6025	*National banks, federal reserve system*	*10*	*4*	*399.8*	*.2897*	*73*
7011	*Hotels, motels, & tourist courts*	*17*	*6*	*68.2*	*.2195*	*81*
7374	*Data-processing services*	*12*	*3*	*60.8*	*.7565*	*59*
8062	*General medical & surgical hospitals*	*9*	*8*	*450.7*	*.2494*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*57.6*	*.2158*	*98*
Burlington	**All mfg.**	207	63	2,281.8	.1058	74
3662	Radio & TV communication equipment	9	4	450.4	1.3345	94
8062	*General medical & surgical hospitals*	*8*	*8*	*373.3*	*.2065*	*100*
Camden	**All mfg.**	305	84	3,142.5	.1457	72
2782	Blankbooks & looseleaf binders	3	1	69.9	3.6894	85
3296	Mineral wool	3	3	196.1	8.3139	100
3573	Electronic computing equipment	7	4	152.8	.2959	87
3662	Radio & TV communication equipment	10	7	350.3	1.0379	96
3679	Electronic components n.e.c.	12	3	74.5	.3809	65
8062	*General medical & surgical hospitals*	*9*	*9*	*349.6*	*.1934*	*100*
Cape May	**All mfg.**	16	2	94.9	.0044	26
8062	*General medical & surgical hospitals*	*2*	*2*	*63.6*	*.0352*	*100*
Cumberland	**All mfg.**	103	44	1,258.8	.0584	76
2311	Men's & boys' suits & coats	6	6	64.9	1.7576	100
3221	Glass containers	6	4	368.9	8.6238	97
3229	Pressed & blown glass n.e.c.	4	1	122.4	3.0106	89
3231	Products of purchased glass	13	5	71.1	2.9958	58
8062	*General medical & surgical hospitals*	*4*	*4*	*93.5*	*.0517*	*100*
Essex	**All mfg.**	761	188	8,684.1	.4027	71
1629	*Heavy construction n.e.c.*	*5*	*3*	*705.4*	*2.6728*	*99*
2082	Malt beverages	2	2	585.7	5.1972	100
2653	Corrugated & solid fiber boxes	9	6	195.1	1.8566	92
2711	Newspapers	4	1	84.4	.3818	92
2751	Letterpress commercial printing	20	3	60.5	.6466	43
2834	Pharmaceutical preparations	10	5	968.7	4.5392	97
2851	Paints & allied products	20	8	401.7	3.5894	77
2865	Cyclic crudes & intermediates	7	4	274.1	3.4892	89
3079	Miscellaneous plastics products	32	8	107.9	.4529	54
3499	Fabricated metal products n.e.c.	10	2	90.2	1.0215	55
3544	Special dies, tools, jigs, & fixtures	18	2	60.9	1.0588	53
3555	Printing-trades machinery	5	3	58.0	2.5434	87
3559	Special-industry machinery n.e.c.	12	3	141.6	1.5811	73
3599	Machinery, except electrical, n.e.c.	11	2	53.1	.4640	58
3641	Electric lamps	3	4	139.7	5.5329	99
3662	Radio & TV communication equipment	12	3	133.7	.3961	75
3679	Electronic components n.e.c.	19	7	315.4	1.6124	87
3911	Precious-metal jewelry	13	7	198.0	4.8548	88
3944	Games, toys, & children's vehicles	3	2	228.1	3.1912	98
6025	*National banks, federal reserve system*	*7*	*2*	*555.9*	*.4028*	*91*
8062	*General medical & surgical hospitals*	*19*	*19*	*956.8*	*.5294*	*100*
8221	*Colleges & universities n.e.c.*	*6*	*6*	*157.8*	*.5912*	*100*
Gloucester	**All mfg.**	109	38	3,767.9	.1747	92
2911	Petroleum refining	2	2	2,421.3	1.7270	100
Hudson	**All mfg.**	571	153	7,089.9	.3288	74
2095	Roasted coffee	2	2	776.4	9.4914	100
2253	Knit-outerwear mills	22	5	95.7	2.5264	46
2337	Women's & misses' suits & coats	27	5	232.0	6.4300	61
2834	Pharmaceutical preparations	2	2	93.9	.4400	100
2844	Toilet preparations	4	3	387.0	3.1418	98
3079	Miscellaneous plastics products	16	4	69.5	.2917	57
3171	Women's handbags & purses	3	3	43.5	11.1854	100
3651	Radio & TV receiving sets	5	4	507.4	6.9255	99
3714	Motor-vehicle parts & accessories	1	1	284.5	.7441	100
3731	Ship building & repairing	3	3	33.2	.4225	100

1986 **S&MM** Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
NEW JERSEY (Hudson, cont.)						
3952	Lead pencils & art goods	3	2	49.6	7.9692	89
3999	Manufactures n.e.c.	5	2	125.6	3.0447	94
8062	*General medical & surgical hospitals*	*10*	*10*	*419.1*	*.2319*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*66.8*	*.2503*	*100*
Hunterdon	**All mfg.**	**70**	**23**	**641.0**	**.0297**	**68**
Mercer	**All mfg.**	**200**	**79**	**3,336.4**	**.1547**	**86**
2711	Newspapers	5	4	98.6	.4461	97
3429	Hardware n.e.c.	1	1	367.1	4.0468	100
3511	Turbines & turbine-generator set units	2	2	187.9	6.7333	100
3573	Electronic computing equipment	5	2	181.4	.3513	88
3585	Refrigeration & heating equipment	3	3	171.1	1.0998	100
3643	Current-carrying wiring devices	2	2	79.0	2.9032	100
3662	Radio & TV communication equipment	5	4	375.1	1.1114	99
6025	*National banks, federal reserve system*	*6*	*3*	*281.4*	*.2039*	*85*
7011	*Hotels, motels, & tourist courts*	*7*	*3*	*33.7*	*.1085*	*84*
8062	*General medical & surgical hospitals*	*6*	*5*	*209.7*	*.1160*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*118.6*	*.4443*	*96*
Middlesex	**All mfg.**	**585**	**206**	**13,083.6**	**.6068**	**84**
2052	Cookies & crackers	1	1	126.3	2.7430	100
2647	Sanitary paper products	4	2	741.2	7.9600	97
2751	Letterpress commercial printing	12	2	80.0	.8550	76
2819	Industrial inorganic chemicals n.e.c.	10	5	200.1	1.1745	70
2821	Plastics materials & synthetic resins	11	5	429.9	2.0178	84
2824	Noncellulosic synthetic organic fibers	1	1	105.9	1.5085	100
2833	Medicinals & botanicals	2	2	661.9	17.8897	100
2834	Pharmaceutical preparations	12	7	962.3	4.5092	96
2844	Toilet preparations	15	9	544.1	4.4172	93
2869	Industrial organic chemicals n.e.c.	10	4	449.4	1.4090	72
3079	Miscellaneous plastics products	31	12	190.9	.8013	68
3356	Nonferrous rolling & drawing n.e.c.	1	1	256.2	5.9133	100
3357	Nonferrous-wire drawing & insulating	4	3	351.9	5.0028	98
3573	Electronic computing equipment	10	3	152.8	.2959	74
3585	Refrigeration & heating equipment	4	4	124.3	.7990	100
3679	Electronic components n.e.c.	10	5	100.8	.5153	87
3711	Motor vehicles & passenger-car bodies	1	1	1,181.6	1.2316	100
5081	*Commercial-equipment wholesalers*	*8*	*2*	*95.6*	*1.5713*	*91*
6025	*National banks, federal reserve system*	*8*	*3*	*489.8*	*.3549*	*89*
8062	*General medical & surgical hospitals*	*8*	*8*	*352.0*	*.1947*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*164.7*	*.6171*	*100*
Monmouth	**All mfg.**	**239**	**73**	**2,605.1**	**.1208**	**74**
2654	Sanitary food containers	2	1	101.7	4.0109	97
2711	Newspapers	2	1	60.5	.2737	97
3079	Miscellaneous plastics products	14	8	109.2	.4584	85
3221	Glass containers	2	2	123.1	2.8777	100
3573	Electronic computing equipment	8	7	297.2	.5756	97
3662	Radio & TV communication equipment	10	6	74.9	.2219	75
6025	*National banks, federal reserve system*	*4*	*3*	*210.9*	*.1528*	*91*
7372	*Computer programming & software*	*9*	*6*	*185.8*	*1.6257*	*98*
7374	*Data-processing services*	*3*	*3*	*91.9*	*1.1434*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*232.7*	*.1287*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*69.4*	*.2600*	*100*
Morris	**All mfg.**	**301**	**105**	**4,950.6**	**.2296**	**81**
2834	Pharmaceutical preparations	8	7	1,316.0	6.1666	99
2844	Toilet preparations	2	2	222.2	1.8039	100
3079	Miscellaneous plastics products	[illegible]	8	99.4	.4172	74
3324	Steel-investment foundries	1	1	198.4	14.7411	100
3613	Switchgear & switchboard apparatus	3	2	132.9	2.6608	97
3662	Radio & TV communication equipment	9	5	248.9	.7374	95
3679	Electronic components n.e.c.	13	5	98.6	.5041	74
3825	Electricity-measuring instruments	5	3	85.1	1.5279	85
4911	*Electric services*	*3*	*1*	*595.8*	*.5447*	*92*
7011	*Hotels, motels, & tourist courts*	*14*	*5*	*70.0*	*.2253*	*79*
8062	*General medical & surgical hospitals*	*7*	*6*	*231.1*	*.1279*	*99*
Ocean	**All mfg.**	**58**	**15**	**817.0**	**.0379**	**80**
2865	Cyclic crudes & intermediates	1	1	338.2	4.3052	100
4912	*Nuclear power*	*1*	*1*	*556.3*	*1.9780*	*100*
8062	*General medical & surgical hospitals*	*5*	*4*	*192.8*	*.1067*	*98*
Passaic	**All mfg.**	**601**	**157**	**5,595.7**	**.2595**	**66**
2051	Bread, cake, & related products	5	2	166.7	1.0466	92
2261	Cotton-finishing plants	13	3	102.0	7.1988	85
2337	Women's & misses' suits & coats	19	4	158.2	4.3846	44
2782	Blankbooks & looseleaf binders	6	4	83.3	4.3967	93
2844	Toilet preparations	3	2	290.7	2.3600	94
2869	Industrial organic chemicals n.e.c.	7	2	154.0	.4828	61
3079	Miscellaneous plastics products	30	10	135.8	.5700	61

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1986 **S&MM** Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
3679	Electronic components n.e.c.	20	7	253.4	1.2954	87
6025	*National banks, federal reserve system*	*6*	*4*	*638.1*	*.4624*	*96*
7372	*Computer programming & software*	*3*	*2*	*109.0*	*.9537*	*99*
7374	*Data-processing services*	*3*	*1*	*433.4*	*5.3925*	*97*
8062	*General medical & surgical hospitals*	*6*	*6*	*245.6*	*.1359*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*48.5*	*.1817*	*100*
Salem	**All mfg.**	**23**	**7**	**1,277.4**	**.0592**	**94**
1629	*Heavy construction n.e.c.*	*1*	*1*	*153.[illegible]*	*.5831*	*100*
2869	Industrial organic chemicals n.e.c.	1	1	687.0	2.1539	100
2892	Explosives	1	1	235.5	20.2546	100
4911	*Electric services*	*2*	*1*	*1,236.7*	*1.1307*	*98*
Somerset	**All mfg.**	**124**	**46**	**3,135.7**	**.1454**	**86**
2821	Plastics materials & synthetic resins	2	1	249.4	1.1706	90
2834	Pharmaceutical preparations	4	4	414.2	1.9409	100
2865	Cyclic crudes & intermediates	6	3	505.9	6.4400	90
3559	Special-industry machinery n.e.c.	6	3	106.0	1.1836	93
3674	Semiconductors & related devices	2	2	78.2	.7149	100
3842	Surgical appliances & supplies	2	1	279.4	4.1931	97
Sussex	**All mfg.**	**33**	**12**	**295.3**	**.0137**	**69**
Union	**All mfg.**	**621**	**199**	**12,570.7**	**.5830**	**85**
2431	Millwork	7	3	184.4	3.0130	95
2752	Lithographic commercial printing	12	2	297.9	2.3049	88
2834	Pharmaceutical preparations	13	11	1,325.8	6.2126	99
2911	Petroleum refining	1	1	1,675.6	1.1951	100
3079	Miscellaneous plastics products	45	17	200.1	.8399	71
3452	Bolts, nuts, rivets, & washers	5	4	63.0	1.6306	96
3469	Metal stampings n.e.c.	16	3	80.1	.6859	41
3544	Special dies, tools, jigs, & fixtures	22	3	90.1	1.5664	58
3559	Special-industry machinery n.e.c.	6	3	163.3	1.8234	93
3562	Ball & roller bearings	1	1	130.8	3.5203	100
3679	Electronic components n.e.c.	14	10	579.5	2.9625	97
3711	Motor vehicles & passenger-car bodies	1	1	1,697.5	1.7694	100
5051	*Metals service centers & sales offices*	*9*	*2*	*466.8*	*1.5333*	*77*
8062	*General medical & surgical hospitals*	*8*	*8*	*461.5*	*.2553*	*100*
Warren	**All mfg.**	**68**	**24**	**1,311.3**	**.0608**	**84**
2065	Confectionery products	1	1	141.9	1.8055	100
2833	Medicinals & botanicals	2	1	243.6	6.5840	91
3561	Pumps & pumping equipment	1	1	108.9	1.6288	100
STATE TOTAL	**All mfg.**	**6,121**	**1,857**	**88,500.5**	**4.1044**	**78**
NEW MEXICO						
Bernalillo	**All mfg.**	**147**	**[illegible]**	**1,976.2**	**.0916**	**82**
1611	*Highway & street construction*	*6*	*4*	*130.4*	*.7540*	*94*
2099	Food preparations n.e.c.	4	3	135.2	1.1550	93
3662	Radio & TV communication equipment	6	3	135.8	.4024	92
3724	Aircraft engines & engine parts	2	1	150.0	1.6686	98
3769	Space-vehicle equipment n.e.c.	2	2	366.2	9.1420	100
4911	*Electric services*	*2*	*2*	*414.4*	*.3789*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*432.9*	*.3137*	*98*
7011	*Hotels, motels, & tourist courts*	*30*	*5*	*75.5*	*.2430*	*61*
8062	*General medical & surgical hospitals*	*9*	*9*	*435.6*	*.2410*	*100*
Catron	**All mfg.**	**2**	**1**	**18.6**	**.0009**	**75**
Chaves	**All mfg.**	**20**	**4**	**276.6**	**.0128**	**69**
Cibola	**All mfg.**	**6**		**55.9**	**.0026**	**0**
Colfax	**All mfg.**	**5**		**23.4**	**.0011**	**0**
Curry	**All mfg.**	**10**	**2**	**114.5**	**.0053**	**42**
Dona Ana	**All mfg.**	**26**	**8**	**632.7**	**.0293**	**83**
2032	Canned food specialties	1	1	263.5	6.5283	100
8062	*General medical & surgical hospitals*	*2*	*2*	*61.7*	*.0341*	*100*
Eddy	**All mfg.**	**19**	**4**	**529.9**	**.0246**	**86**
Grant	**All mfg.**	**1**		**1.2**	**.0001**	**0**
1021	*Copper-ore mining*	*4*	*3*	*230.6*	*10.5906*	*99*
Hidalgo	**All mfg.**	**1**	**1**	**101.0**	**.0047**	**100**
Lea	**All mfg.**	**12**	**6**	**640.5**	**.0297**	**88**
Lincoln	**All mfg.**	**2**		**6.4**	**.0003**	**0**
Los Alamos	**All mfg.**	**6**	**5**	**632.3**	**.0293**	**100**
2819	Industrial inorganic chemicals n.e.c.	1	1	356.5	2.0926	100
3483	Ammunition, except small-arms, n.e.c.	1	1	88.1	5.9822	100
3662	Radio & TV communication equipment	1	1	82.3	.2438	100
3679	Electronic components n.e.c.	1	1	59.4	.3037	100
3811	Engineering & scientific instruments	1	1	44.1	1.1344	100
Luna	**All mfg.**	**3**	**2**	**101.1**	**.0047**	**93**
McKinley	**All mfg.**	**15**	**3**	**534.8**	**.0248**	**14**
Otero	**All mfg.**	**8**	**2**	**60.9**	**.0028**	**48**
Quay	**All mfg.**	**4**		**44.7**	**.0021**	**0**
Rio Arriba	**All mfg.**	**4**	**1**	**20.2**	**.0009**	**41**
Roosevelt	**All mfg.**	**6**	**2**	**63.2**	**.0029**	**59**
Sandoval	**All mfg.**	**10**	**2**	**79.5**	**.0037**	**55**
8062	*General medical & surgical hospitals*	*1*	*1*	*95.2*	*.0527*	*100*
San Juan	**All mfg.**	**15**	**3**	**293.0**	**.0136**	**44**
San Miguel	**All mfg.**	**4**		**15.2**	**.0007**	**0**
Santa Fe	**All mfg.**	**9**	**3**	**62.8**	**.0029**	**55**
7011	*Hotels, motels, & tourist courts*	*13*	*5*	*35.8*	*.1152*	*72*
Socorro	**All mfg.**	**3**		**15.6**	**.0007**	**0**

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Taos	**All mfg.**	**5**		**10.9**	**.0005**	**0**
Torrance	**All mfg.**	**1**		**3.1**	**.0001**	**0**
Valencia	**All mfg.**	**1**		**9.5**	**.0004**	**0**
STATE TOTAL	**All mfg.**	**345**	**97**	**6,323.7**	**.2933**	**73**
NEW YORK						
Albany	**All mfg.**	**119**	**52**	**1,750.3**	**.0812**	**82**
2011	Meat-packing plants	2	2	115.6	.2589	100
3312	Blast furnaces & steel mills	1	1	73.5	.2484	100
4931	*Electric & other services combined*	*2*	*1*	*796.6*	*2.6935*	*96*
6025	*National banks, federal reserve system*	*3*	*2*	*261.5*	*.1895*	*94*
7011	*Hotels, motels, & tourist courts*	*17*	*3*	*37.8*	*.1217*	*53*
8062	*General medical & surgical hospitals*	*6*	*6*	*348.2*	*.1926*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*5*	*249.0*	*.9329*	*94*
Allegany	**All mfg.**	**19**	**9**	**261.9**	**.0121**	**85**
Bronx	**All mfg.**	**298**	**57**	**2,320.5**	**.1076**	**54**
3499	Fabricated metal products n.e.c.	4	1	124.3	1.4077	88
5065	*Electronic-parts wholesalers*	*1*	*1*	*190.7*	*1.9551*	*100*
8062	*General medical & surgical hospitals*	*13*	*13*	*1,175.1*	*.6501*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*6*	*143.7*	*.5384*	*95*
Broome	**All mfg.**	**114**	**48**	**4,134.5**	**.1917**	**95**
1629	*Heavy construction n.e.c.*	*3*	*2*	*153.1*	*.5801*	*98*
3143	Men's nonathletic footwear	2	1	126.5	4.8974	99
3149	Nonrubber footwear n.e.c.	1	1	66.6	3.4468	100
3573	Electronic computing equipment	2	1	1,833.5	3.5509	100
3662	Radio & TV communication equipment	2	2	190.4	.5641	100
3679	Electronic components n.e.c.	7	5	205.1	1.0485	96
3728	Aircraft equipment n.e.c.	3	3	369.7	3.0648	100
3861	Photographic equipment & supplies	3	3	248.9	2.1920	100
8062	*General medical & surgical hospitals*	*4*	*4*	*200.0*	*.1107*	*100*
Cattaraugus	**All mfg.**	**54**	**23**	**636.9**	**.0295**	**80**
3563	Air & gas compressors	1	1	98.1	2.9893	100
Cayuga	**All mfg.**	**36**	**11**	**560.7**	**.0260**	**84**
3674	Semiconductors & related devices	2	2	32.0	.2925	100
Chautauqua	**All mfg.**	**108**	**49**	**1,727.6**	**.0801**	**87**
2033	Canned fruits & vegetables	4	3	223.8	1.4808	98
2511	Wood household furniture	7	5	63.4	.8754	89
3562	Ball & roller bearings	1	1	104.6	2.8152	100
8062	*General medical & surgical hospitals*	*5*	*4*	*98.0*	*.0542*	*96*
Chemung	**All mfg.**	**57**	**21**	**1,051.9**	**.0488**	**82**
3221	Glass containers	1	1	52.0	1.2156	100
3541	Metal-cutting machine tools	1	1	77.9	1.7876	100
8062	*General medical & surgical hospitals*	*2*	*2*	*104.1*	*.0576*	*100*
Chenango	**All mfg.**	**29**	**14**	**683.1**	**.0317**	**90**
2834	Pharmaceutical preparations	1	1	333.7	1.5637	100
Clinton	**All mfg.**	**22**	**12**	**585.4**	**.0271**	**92**
2834	Pharmaceutical preparations	2	2	223.3	1.0464	100
8062	*General medical & surgical hospitals*	*3*	*3*	*84.3*	*.0466*	*100*
Columbia	**All mfg.**	**24**	**12**	**225.8**	**.0105**	**75**
Cortland	**All mfg.**	**25**	**14**	**739.9**	**.0343**	**95**
3579	Office machines n.e.c.	1	1	473.4	4.1605	100
Delaware	**All mfg.**	**24**	**12**	**1,040.4**	**.0483**	**43**
3678	Electronic connectors	1	1	149.2	6.5629	100
3679	Electronic components n.e.c.	1	1	77.3	.3952	100
Dutchess	**All mfg.**	**86**	**32**	**2,498.1**	**.1159**	**91**
3573	Electronic computing equipment	3	1	1,419.8	2.7497	100
3674	Semiconductors & related devices	2	2	293.2	2.6804	100
3679	Electronic components n.e.c.	3	2	265.0	1.3547	99
4931	*Electric & other services combined*	*3*	*3*	*377.3*	*1.2757*	*100*
8062	*General medical & surgical hospitals*	*8*	*7*	*321.7*	*.1780*	*100*
Erie	**All mfg.**	**490**	**188**	**8,229.4**	**.3817**	**82**
2038	Frozen food specialties	2	2	149.8	3.4991	100
2051	Bread, cake, & related products	10	3	94.0	.5902	79
2711	Newspapers	3	1	38.7	.1751	83
2751	Letterpress commercial printing	17	4	141.8	1.5155	82
3011	Tires & inner tubes	1	1	186.0	2.5562	100
3079	Miscellaneous plastics products	14	6	99.1	.4160	79
3312	Blast furnaces & steel mills	3	3	634.2	2.1431	100
3443	Fabricated plate work (boiler shops)	9	7	189.5	1.3944	97
3462	Iron & steel forgings	4	1	103.8	1.9521	90
3465	Automotive stampings	1	1	434.5	4.8733	100
3542	Metal-forming machine tools	3	3	86.9	5.7630	100
3559	Special-industry machinery n.e.c.	4	2	295.4	3.2983	98
3563	Air & gas compressors	2	2	118.6	3.6140	100
3621	Motors & generators	4	3	225.3	2.8918	98
3662	Radio & TV communication equipment	6	3	164.1	.4862	94
3714	Motor-vehicle parts & accessories	7	6	611.3	1.5987	99
3728	Aircraft equipment n.e.c.	5	5	102.7	.8514	100
3944	Games, toys, & children's vehicles	2	2	160.9	2.2510	100
6025	*National banks, federal reserve system*	*6*	*2*	*1,364.0*	*.9884*	*99*
7011	*Hotels, motels, & tourist courts*	*21*	*8*	*94.6*	*.3045*	*76*
8062	*General medical & surgical hospitals*	*20*	*20*	*977.4*	*.5408*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*5*	*233.3*	*.8741*	*97*
Essex	**All mfg.**	**11**	**1**	**149.0**	**.0069**	**56**
Franklin	**All mfg.**	**13**	**4**	**128.0**	**.0059**	**71**
3149	Nonrubber footwear n.e.c.	2	1	54.7	2.8310	98
8062	*General medical & surgical hospitals*	*4*	*4*	*91.7*	*.0507*	*100*
Fulton	**All mfg.**	**56**	**18**	**597.6**	**.0277**	**75**
3111	Leather tanning & finishing	18	4	137.2	6.7417	45
3151	Leather gloves & mittens	13	3	43.1	29.3597	70
3944	Games, toys, & children's vehicles	2	2	222.5	3.1128	100
Genesee	**All mfg.**	**39**	**12**	**451.9**	**.0210**	**60**
8062	*General medical & surgical hospitals*	*3*	*3*	*70.8*	*.0392*	*100*
Greene	**All mfg.**	**16**	**7**	**140.4**	**.0065**	**82**
Hamilton	**All mfg.**	**1**		**5.6**	**.0003**	**0**
Herkimer	**All mfg.**	**32**	**13**	**569.4**	**.0264**	**86**
3484	Small arms	1	1	112.7	8.0644	100
3573	Electronic computing equipment	1	1	190.0	.3680	100
Jefferson	**All mfg.**	**35**	**14**	**552.9**	**.0256**	**75**
2621	Paper mills, except building paper	4	2	157.4	.7832	86
8062	*General medical & surgical hospitals*	*3*	*3*	*98.0*	*.0542*	*100*
Kings	**All mfg.**	**1,106**	**249**	**8,497.3**	**.3941**	**59**
2051	Bread, cake, & related products	10	4	107.5	.6749	81
2062	Cane-sugar refining	2	2	339.8	11.3847	100
2065	Confectionery products	9	4	136.8	1.7406	79
2253	Knit-outerwear mills	48	10	210.7	5.5623	54
2392	House furnishings n.e.c.	14	3	58.0	3.0021	50
2522	Metal office furniture	10	4	96.5	2.8710	70
2541	Wood partitions & fixtures	13	6	102.3	4.8497	74
2652	Set-up paperboard boxes	8	4	42.5	7.7725	89
2731	Book publishing	2	1	310.4	3.1623	98
3079	Miscellaneous plastics products	31	8	107.0	.4491	44
3429	Hardware n.e.c.	8	3	107.8	1.1884	77
3442	Metal doors, sash, & trim	9	3	193.5	2.5985	90
3469	Metal stampings n.e.c.	15	3	77.6	.6645	46
3643	Current-carrying wiring devices	4	2	82.3	3.0245	97
3648	Lighting equipment n.e.c.	7	4	127.0	6.7499	86
3679	Electronic components n.e.c.	7	3	99.8	.5102	94
3731	Ship building & repairing	7	4	110.7	1.4088	52
3942	Dolls & stuffed toy animals	17	7	115.4	22.5523	73
3944	Games, toys, & children's vehicles	10	7	190.2	2.6610	90
3999	Manufactures n.e.c.	20	4	85.9	2.0823	43
4924	*Natural-gas distribution*	*1*	*1*	*749.5*	*3.7072*	*100*
8062	*General medical & surgical hospitals*	*23*	*22*	*1,614.0*	*.8930*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*7*	*213.5*	*.7999*	*99*
Lewis	**All mfg.**	**17**	**9**	**311.6**	**.0145**	**82**
Livingston	**All mfg.**	**25**	**10**	**404.3**	**.0188**	**80**
3443	Fabricated plate work (boiler shops)	1	1	91.7	.6747	100
Madison	**All mfg.**	**23**	**6**	**343.2**	**.0159**	**49**
3914	Silverware & plated & stainless ware	1	1	91.4	16.7369	100
Monroe	**All mfg.**	**345**	**117**	**9,225.8**	**.4279**	**91**
2711	Newspapers	3	1	94.0	.4253	96
2752	Lithographic commercial printing	12	4	108.3	.8379	78
3079	Miscellaneous plastics products	13	4	91.6	.3845	76
3433	Heating equipment, except electric	1	1	452.0	9.5603	100
3541	Metal-cutting machine tools	6	2	56.1	1.2873	76
3544	Special dies, tools, jigs, & fixtures	26	5	93.3	1.6221	43
3559	Special-industry machinery n.e.c.	5	3	135.8	1.5163	95
3573	Electronic computing equipment	8	3	164.1	.3178	80
3592	Carburetors, pistons, rings, & valves	1	1	258.9	15.0226	100
3599	Machinery, except electrical, n.e.c.	13	4	90.4	.7899	67
3662	Radio & TV communication equipment	6	4	225.4	.6678	98
3679	Electronic components n.e.c.	9	3	67.6	.3456	77
3714	Motor-vehicle parts & accessories	1	1	122.0	.3191	100
3823	Industrial process-control instruments	2	2	61.4	1.5386	100
3832	Optical instruments & lenses	7	2	293.1	6.6425	93
3851	Ophthalmic goods	7	5	41.5	4.5330	97
3861	Photographic equipment & supplies	10	9	4,418.3	38.9106	100
6025	*National banks, federal reserve system*	*8*	*4*	*960.5*	*.6960*	*97*
7011	*Hotels, motels, & tourist courts*	*17*	*7*	*72.9*	*.2346*	*78*
8062	*General medical & surgical hospitals*	*8*	*8*	*516.7*	*.2859*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*104.6*	*.3919*	*99*
Montgomery	**All mfg.**	**53**	**31**	**1,141.5**	**.0529**	**90**
3573	Electronic computing equipment	1	1	175.6	.3401	100
3944	Games, toys, & children's vehicles	2	2	298.0	4.1691	100
Nassau	**All mfg.**	**1,020**	**272**	**11,292.9**	**.5237**	**76**
2711	Newspapers	23	3	76.2	.3447	47
2731	Book publishing	12	5	505.1	5.1458	91
2741	Miscellaneous publishing	18	3	59.3	1.8660	40
2751	Letterpress commercial printing	25	5	80.8	.8636	40
2752	Lithographic commercial printing	25	7	167.2	1.2937	63
2834	Pharmaceutical preparations	19	10	245.4	1.1499	76
2844	Toilet preparations	12	4	197.4	1.6026	73
3079	Miscellaneous plastics products	51	10	170.3	.7148	49
3442	Metal doors, sash, & trim	22	3	141.1	1.8948	42
3444	Sheet-metal work	16	4	107.6	.9080	53
3573	Electronic computing equipment	20	8	249.9	.4840	78
3599	Machinery, except electrical, n.e.c.	31	6	149.3	1.3045	55
3662	Radio & TV communication equipment	27	10	552.4	1.6367	88
3679	Electronic components n.e.c.	44	15	442.1	2.2601	83
3721	Aircraft	3	2	2,056.8	7.1117	100
3728	Aircraft equipment n.e.c.	17	8	180.3	1.4947	88
3811	Engineering & scientific instruments	10	4	54.6	1.4096	66

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
NEW YORK (Nassau, cont.)						
3841	Surgical & medical instruments	12	2	45.1	.8912	57
3861	Photographic equipment & supplies	9	2	578.1	5.0911	94
3873	Watches, clocks, & watchcases	3	2	115.4	6.2779	99
3931	Musical instruments & parts	4	2	116.6	7.6620	95
4931	*Electric & other services combined*	*4*	*2*	*1,481.9*	*5.0107*	*99*
5065	*Electronic-parts wholesalers*	*17*	*7*	*341.3*	*3.4991*	*77*
6025	*National banks, federal reserve system*	*7*	*5*	*268.6*	*.1946*	*97*
7011	*Hotels, motels, & tourist courts*	*12*	*4*	*56.8*	*.1828*	*69*
7372	*Computer programming & software*	*12*	*4*	*60.2*	*.5267*	*70*
7374	*Data-processing services*	*9*	*4*	*78.9*	*.9817*	*87*
8062	*General medical & surgical hospitals*	*19*	*19*	*1,026.8*	*.5681*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*8*	*415.7*	*1.5574*	*99*
New York (Manhattan)	**All mfg.**	**2,443**	**517**	**18,862.2**	**.8748**	**66**
1622	*Bridge & tunnel construction*	*6*	*3*	*300.9*	*4.4546*	*87*
1629	*Heavy construction n.e.c.*	*20*	*9*	*815.6*	*3.0904*	*92*
2221	Synthetics- & silk-weaving mills	15	3	94.3	1.6043	49
2241	Narrow-fabric mills	20	5	60.1	5.7556	58
2253	Knit-outerwear mills	21	4	103.8	2.7402	56
2311	Men's & boys' suits & coats	31	9	114.6	3.1036	60
2321	Men's & boys' shirts & nightwear	28	6	77.9	2.1727	63
2323	Men's & boys' neckwear	30	4	78.2	23.6540	33
2327	Men's & boys' separate trousers	10	3	60.7	2.3594	65
2329	Men's & boys' clothing n.e.c.	19	7	54.5	3.0728	77
2331	Women's & misses' blouses	41	10	229.0	6.3131	52
2335	Women's & misses' dresses	115	17	299.2	8.5530	40
2337	Women's & misses' suits & coats	64	17	447.6	12.4054	60
2339	Women's & misses' outerwear n.e.c.	57	15	130.9	4.2700	50
2341	Women's & children's underwear	55	8	136.4	5.1788	35
2342	Brassieres, girdles, & allied garments	15	8	78.9	8.6827	77
2351	Millinery	12	3	38.5	49.9351	70
2352	Hats & caps, except millinery	23	2	39.9	8.6513	17
2361	Girls' & children's dresses & blouses	31	12	143.2	11.5085	71
2363	Girls' & children's coats & suits	6	4	27.0	20.7214	90
2369	Girls' & children's outerwear n.e.c.	20	7	68.5	5.9047	76
2371	Fur goods	49	2	260.9	70.8582	12
2384	Robes & dressing gowns	16	4	67.0	15.2100	60
2387	Apparel belts	33	5	145.3	30.5895	46
2391	Curtains & draperies	14	4	45.2	4.7206	51
2392	House furnishings n.e.c	19	5	87.9	4.5497	62
2395	Pleating, stitching, & tucking	24	4	77.1	19.4402	44
2396	Automotive & apparel trimmings	33	1	90.7	6.3449	10
2621	Paper mills, except building paper	5	3	137.0	.6817	92
2711	Newspapers	26	10	1,051.6	4.7575	97
2721	Periodicals	207	51	3,725.9	30.4742	75
2731	Book publishing	94	41	2,219.6	22.6128	87
2741	Miscellaneous publishing	41	11	400.1	12.5901	48
2751	Letterpress commercial printing	138	25	555.0	5.9317	64
2752	Lithographic commercial printing	106	10	513.4	3.9723	35
2753	Engraving & plate printing	9	3	83.4	8.1733	71
2789	Bookbinding & related work	20	3	44.6	5.8800	38
2791	Typesetting	37	6	125.2	12.0803	39
2793	Photoengraving	18	8	133.8	20.3189	82
2842	Polishes & sanitation goods	5	1	460.3	6.2464	95
3171	Women's handbags & purses	29	9	85.4	21.9594	74
3172	Personal leather goods n.e.c.	23	5	55.2	20.7285	48
3429	Hardware n.e.c.	7	2	168.7	1.8597	84
3496	Miscellaneous fabricated wire products	4	1	111.2	2.4757	91
3555	Printing-trades machinery	12	4	84.6	3.7099	72
3652	Phonograph records & pre-recorded tape	15	3	185.8	5.9007	59
3851	Ophthalmic goods	5	2	38.1	4.1617	92
3911	Precious-metal jewelry	99	12	875.2	21.4594	59
3915	Jewelers' materials & lapidary work	20	2	198.0	18.1952	51
3942	Dolls & stuffed toy animals	7	3	74.9	14.6375	78
3961	Costume jewelry	42	8	163.6	10.6844	48
3963	Buttons	18	5	64.8	38.2527	62
3993	Signs & advertising displays	27	4	67.4	2.8440	35
3999	Manufactures n.e.c.	39	2	142.4	3.4520	17
4011	*Line-haul-operating railroads*	*13*	*9*	*942.0*	*3.8077*	*99*
4911	*Electric services*	*2*	*2*	*993.7*	*.9085*	*100*
4931	*Electric & other services combined*	*1*	*1*	*1,382.5*	*4.6746*	*100*
5051	*Metals service centers & sales offices*	*54*	*18*	*2,646.3*	*8.6921*	*75*
5063	*Electrical-power-equipment wholesalers*	*22*	*2*	*212.1*	*1.6816*	*48*
5081	*Commercial-equipment wholesalers*	*33*	*7*	*340.4*	*5.5947*	*58*
5084	*Industrial-machinery distributors*	*32*	*4*	*405.6*	*2.3823*	*56*
6025	*National banks, federal reserve system*	*30*	*20*	*12,828.1*	*9.2955*	*99*
7011	*Hotels, motels, & tourist courts*	*116*	*72*	*1,308.5*	*4.2117*	*94*
7372	*Computer programming & software*	*33*	*9*	*185.4*	*1.6222*	*62*
7374	*Data-processing services*	*56*	*12*	*338.1*	*4.2067*	*72*
8062	*General medical & surgical hospitals*	*34*	*31*	*3,418.4*	*1.8913*	*100*
8221	*Colleges & universities n.e.c.*	*32*	*22*	*1,054.8*	*3.9518*	*97*
Niagara	**All mfg.**	**121**	**50**	**3,138.3**	**.1455**	**87**
2821	Plastics materials & synthetic resins	3	3	169.2	.7942	100
2869	Industrial organic chemicals n.e.c.	5	2	275.5	.8638	84
3291	Abrasive products	3	3	234.5	7.7352	100
3714	Motor-vehicle parts & accessories	2	1	848.2	2.2183	99
3728	Aircraft equipment n.e.c.	1	1	71.9	.5960	100
8062	*General medical & surgical hospitals*	*5*	*5*	*155.7*	*.0861*	*100*
Oneida	**All mfg.**	**132**	**42**	**1,795.5**	**.0833**	**77**
3546	Power-driven hand tools	1	1	54.4	4.2076	100
3662	Radio & TV communication equipment	3	1	227.7	.6746	92
8062	*General medical & surgical hospitals*	*7*	*6*	*275.4*	*.1524*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*60.8*	*.2278*	*98*
Onondaga	**All mfg.**	**246**	**85**	**4,933.7**	**.2288**	**84**
1629	*Heavy construction n.e.c.*	*2*	*1*	*199.5*	*.7559*	*98*
2812	Alkalies & chlorine	3	3	193.0	11.6609	100
2844	Toilet preparations	1	1	313.3	2.5435	100
3312	Blast furnaces & steel mills	2	1	130.0	.4393	95
3585	Refrigeration & heating equipment	2	2	1,350.6	8.6811	100
3662	Radio & TV communication equipment	6	3	121.2	.3591	76
3671	Electron tubes	2	2	69.8	4.1035	100
3714	Motor-vehicle parts & accessories	3	2	631.9	1.6526	100
6025	*National banks, federal reserve system*	*5*	*3*	*438.9*	*.3180*	*96*
7011	*Hotels, motels, & tourist courts*	*15*	*5*	*53.5*	*.1722*	*73*
8062	*General medical & surgical hospitals*	*6*	*6*	*317.6*	*.1757*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*103.9*	*.3893*	*92*
Ontario	**All mfg.**	**53**	**18**	**583.6**	**.0271**	**75**
Orange	**All mfg.**	**131**	**45**	**1,428.9**	**.0663**	**73**
8062	*General medical & surgical hospitals*	*9*	*8*	*206.0*	*.1140*	*98*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*83.8*	*.3140*	*100*
Orleans	**All mfg.**	**18**	**4**	**142.0**	**.0066**	**64**
Oswego	**All mfg.**	**38**	**20**	**1,438.1**	**.0667**	**96**
2066	Chocolate & cocoa products	1	1	243.3	14.7321	100
2082	Malt beverages	1	1	351.0	3.1146	100
4912	*Nuclear power*	*3*	*3*	*1,944.4*	*6.9137*	*100*
Otsego	**All mfg.**	**18**	**4**	**109.2**	**.0051**	**41**
8062	*General medical & surgical hospitals*	*2*	*2*	*71.5*	*.0396*	*100*
Putnam	**All mfg.**	**16**	**4**	**124.4**	**.0058**	**70**
Queens	**All mfg.**	**858**	**250**	**7,144.0**	**.3313**	**66**
1623	*Pipe- & utility-line construction*	*6*	*3*	*73.2*	*1.2323*	*82*
2013	Sausages & other prepared meats	9	4	195.5	1.3981	77
2026	Fluid milk	5	4	214.8	1.0909	93
2051	Bread, cake, & related products	8	6	136.5	.8570	92
2086	Bottled & canned soft drinks	4	3	210.0	1.1060	98
2253	Knit-outerwear mills	29	8	135.7	3.5824	56
2339	Women's & misses' outerwear n.e.c.	6	3	37.1	1.2102	88
2341	Women's & children's underwear	6	4	42.1	1.5985	86
2542	Metal partitions & fixtures	7	2	103.4	4.8051	86
2642	Envelopes	8	4	98.6	4.9035	82
2653	Corrugated & solid fiber boxes	11	5	128.0	1.2180	79
2751	Letterpress commercial printing	25	5	76.5	.8176	43
2782	Blankbooks & looseleaf binders	5	3	81.8	4.3175	94
3079	Miscellaneous plastics products	24	8	106.8	.4483	65
3442	Metal doors, sash, & trim	13	4	106.1	1.4248	59
3643	Current-carrying wiring devices	2	2	44.4	1.6317	100
3662	Radio & TV communication equipment	15	5	141.8	.4201	78
3694	Engine electrical equipment	2	2	149.6	2.8010	100
3993	Signs & advertising displays	16	4	47.5	2.0043	47
3999	Manufactures n.e.c.	10	5	72.8	1.7648	78
4011	*Line-haul-operating railroads*	*2*	*2*	*204.0*	*.8246*	*100*
5063	*Electrical-power-equipment wholesalers*	*7*	*2*	*860.1*	*6.8193*	*96*
7011	*Hotels, motels, & tourist courts*	*10*	*4*	*49.8*	*.1603*	*64*
8062	*General medical & surgical hospitals*	*16*	*15*	*807.6*	*.4468*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*4*	*140.1*	*.5249*	*100*
Rensselaer	**All mfg.**	**51**	**15**	**636.1**	**.0295**	**76**
8062	*General medical & surgical hospitals*	*3*	*3*	*103.4*	*.0572*	*100*
Richmond	**All mfg.**	**32**	**14**	**809.8**	**.0376**	**87**
8062	*General medical & surgical hospitals*	*4*	*4*	*162.5*	*.0899*	*100*
Rockland	**All mfg.**	**100**	**43**	**2,076.1**	**.0963**	**89**
2834	Pharmaceutical preparations	3	2	628.1	2.9432	100
2844	Toilet preparations	2	2	207.3	1.6829	100
4931	*Electric & other services combined*	*3*	*1*	*405.1*	*1.3697*	*95*
8062	*General medical & surgical hospitals*	*5*	*5*	*296.2*	*.1639*	*100*
St. Lawrence	**All mfg.**	**28**	**13**	**827.4**	**.0384**	**92**
3334	Primary aluminum	2	2	521.0	9.4319	100
Saratoga	**All mfg.**	**46**	**19**	**786.2**	**.0363**	**85**
2621	Paper mills, except building paper	5	4	124.2	.6180	97
Schenectady	**All mfg.**	**44**	**18**	**1,299.1**	**.0602**	**92**
3511	Turbines & turbine-generator set units	1	1	620.7	22.2425	100
3621	Motors & generators	1	1	268.6	3.4476	100
8062	*General medical & surgical hospitals*	*4*	*4*	*148.2*	*.0820*	*100*
Schoharie	**All mfg.**	**4**	**1**	**12.8**	**.0006**	**41**
Schuylar	**All mfg.**	**6**	**4**	**145.1**	**.0067**	**93**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 **S&MM** Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Seneca	**All mfg.**	**10**	**4**	**234.6**	**.0109**	**77**
3561	Pumps & pumping equipment	1	1	118.7	1.7753	100
3671	Electron tubes	1	1	38.1	2.2399	100
Steuben	**All mfg.**	**32**	**18**	**1,167.2**	**.0541**	**90**
3229	Pressed & blown glass n.e.c.	3	3	466.6	11.4765	100
3563	Air & gas compressors	1	1	116.3	3.5439	100
8062	*General medical & surgical hospitals*	*5*	*5*	*112.7*	*.0624*	*100*
Suffolk	**All mfg.**	**780**	**242**	**8,457.4**	**.3922**	**76**
2051	Bread, cake, & related products	1	1	116.6	.7321	100
2711	Newspapers	15	3	333.4	1.5082	93
2834	Pharmaceutical preparations	12	8	244.0	1.1434	90
2844	Toilet preparations	9	4	1,203.6	9.7713	96
3079	Miscellaneous plastics products	29	12	124.8	.5238	73
3573	Electronic computing equipment	19	6	242.9	.4704	80
3599	Machinery, except electrical, n.e.c.	16	3	83.2	.7270	56
3651	Radio & TV receiving sets	7	3	122.9	1.6775	87
3662	Radio & TV communication equipment	41	28	616.4	1.8263	89
3674	Semiconductors & related devices	8	4	102.3	.9352	94
3679	Electronic components n.e.c.	34	13	427.3	2.1845	89
3721	Aircraft	2	1	305.6	1.0567	100
3728	Aircraft equipment n.e.c.	24	5	217.1	1.7997	68
3811	Engineering & scientific instruments	13	4	50.1	1.2887	72
3823	Industrial process-control instruments	4	3	217.8	5.4578	99
3825	Electricity-measuring instruments	11	5	222.5	3.9947	93
3841	Surgical & medical instruments	10	5	93.5	1.8476	88
3999	Manufactures n.e.c.	10	5	71.7	1.7381	75
4911	*Electric services*	*9*	*3*	*378.6*	*.3461*	*91*
5065	*Electronic-parts wholesalers*	*12*	*4*	*333.0*	*3.4140*	*77*
7011	*Hotels, motels, & tourist courts*	*13*	*4*	*41.6*	*.1339*	*72*
8062	*General medical & surgical hospitals*	*20*	*19*	*1,285.8*	*.7114*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*125.2*	*.4691*	*99*
Sullivan	**All mfg.**	**12**	**2**	**141.0**	**.0055**	**44**
7011	*Hotels, motels, & tourist courts*	*14*	*9*	*142.1*	*.4574*	*96*
Tioga	**All mfg.**	**11**	**3**	**57.0**	**.0026**	**49**
7372	*Computer programming & software*	*1*	*1*	*399.3*	*3.4938*	*100*
Tompkins	**All mfg.**	**24**	**5**	**291.5**	**.0135**	**73**
4931	*Electric & other services combined*	*2*	*1*	*728.8*	*2.4642*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*102.3*	*.3833*	*100*
Ulster	**All mfg.**	**69**	**21**	**675.1**	**.0313**	**73**
7011	*Hotels, motels, & tourist courts*	*12*	*5*	*38.6*	*.1242*	*71*
8062	*General medical & surgical hospitals*	*3*	*3*	*64.6*	*.0357*	*100*
Warren	**All mfg.**	**32**	**14**	**531.7**	**.0247**	**90**
8062	*General medical & surgical hospitals*	*1*	*1*	*70.8*	*.0392*	*100*
Washington	**All mfg.**	**19**	**13**	**312.4**	**.0145**	**94**
Wayne	**All mfg.**	**44**	**21**	**713.1**	**.0331**	**84**
2033	Canned fruits & vegetables	12	9	294.0	1.9453	92
3079	Miscellaneous plastics products	3	1	100.4	.4214	96
3293	Gaskets, packing, & sealing devices	2	2	55.0	2.6733	100
Westchester	**All mfg.**	**439**	**120**	**5,805.2**	**.2692**	**78**
2711	Newspapers	14	3	134.3	.6076	83
2721	Periodicals	5	1	395.1	3.2315	93
2834	Pharmaceutical preparations	5	4	199.1	.9330	96
3357	Nonferrous-wire drawing & insulating	6	4	126.0	1.7913	91
3573	Electronic computing equipment	6	1	220.0	.4261	91
3711	Motor vehicles & passenger-car bodies	1	1	1,559.0	1.6250	100
3811	Engineering & scientific instruments	6	5	37.0	.9517	98
4912	*Nuclear power*	*2*	*2*	*1,965.4*	*6.9884*	*100*
5063	*Electrical-power-equipment wholesalers*	*14*	*2*	*178.8*	*1.4176*	*59*
5081	*Commercial-equipment wholesalers*	*9*	*3*	*173.9*	*2.8582*	*63*
6025	*National banks, federal reserve system*	*5*	*3*	*423.2*	*.3067*	*96*
7011	*Hotels, motels, & tourist courts*	*15*	*4*	*50.7*	*.1632*	*54*
7372	*Computer programming & software*	*9*	*4*	*1,106.8*	*9.6842*	*98*
8062	*General medical & surgical hospitals*	*20*	*16*	*701.9*	*.3883*	*98*
8221	*Colleges & universities n.e.c.*	*9*	*4*	*118.0*	*.4421*	*86*
Wyoming	**All mfg.**	**17**	**7**	**327.1**	**.0152**	**86**
3694	Engine electrical equipment	1	1	151.6	2.8384	100
Yates	**All mfg.**	**5**	**3**	**110.3**	**.0051**	**59**
STATE TOTAL	**All mfg.**	**10,176**	**2,956**	**125,373.9**	**5.8144**	**77**

NORTH CAROLINA

1986 **S&MM** Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Alamance	**All mfg.**	**145**	**66**	**1,755.4**	**.0814**	**81**
2211	Cotton-weaving mills	4	4	98.9	2.0269	100
2221	Synthetics- & silk-weaving mills	3	3	188.2	3.2017	100
2252	Hosiery n.e.c.	21	11	158.7	9.8254	83
2281	Yarn-spinning mills, except wool	7	3	88.9	1.7459	89
2282	Throwing & winding mills, except wool	6	4	162.5	6.8597	92
3662	Radio & TV communication equipment	1	1	99.3	.2942	100
Alexander	**All mfg.**	**28**	**11**	**207.1**	**.0096**	**83**
2512	Upholstered wood household furniture	9	5	86.7	1.7229	91
Alleghany	**All mfg.**	**6**	**3**	**84.6**	**.0039**	**74**
Anson	**All mfg.**	**23**	**11**	**192.6**	**.0089**	**71**
Ashe	**All mfg.**	**10**	**6**	**165.1**	**.0077**	**92**
Avery	**All mfg.**	**7**	**4**	**68.1**	**.0032**	**88**
Beaufort	**All mfg.**	**27**	**13**	**763.4**	**.0354**	**92**
2281	Yarn-spinning mills, except wool	1	1	96.4	1.8932	100
3634	Electric housewares & fans	1	1	137.4	3.5722	100
Bertie	**All mfg.**	**12**	**6**	**261.2**	**.0121**	**91**
2016	Poultry-dressing plants	1	1	152.4	2.2505	100
Bladen	**All mfg.**	**18**	**8**	**170.6**	**.0079**	**78**
Brunswick	**All mfg.**	**10**	**2**	**119.7**	**.0056**	**69**
4912	*Nuclear power*	*2*	*2*	*1,251.8*	*4.4511*	*100*
Buncombe	**All mfg.**	**126**	**54**	**1,496.4**	**.0694**	**77**
2221	Synthetics- & silk-weaving mills	5	4	106.6	1.8135	97
2231	Wool-fabric weaving & finishing mills	1	1	59.9	3.7508	100
3613	Switchgear & switchboard apparatus	2	2	99.8	1.9981	100
3622	Industrial controls	2	2	124.5	2.3783	100
8062	*General medical & surgical hospitals*	*6*	*6*	*192.4*	*.1064*	*100*
Burke	**All mfg.**	**62**	**34**	**784.3**	**.0364**	**89**
2251	Women's full- & knee-length hosiery	3	2	54.0	3.5510	93
2341	Women's & children's underwear	2	1	95.9	3.6411	99
2511	Wood household furniture	4	4	47.2	.6517	100
2512	Upholstered wood household furniture	7	6	87.1	1.7309	99
8062	*General medical & surgical hospitals*	*3*	*3*	*126.9*	*.0702*	*100*
Cabarrus	**All mfg.**	**42**	**18**	**645.3**	**.0299**	**85**
2211	Cotton-weaving mills	4	4	212.7	4.3592	100
Caldwell	**All mfg.**	**57**	**33**	**750.4**	**.0348**	**85**
2511	Wood household furniture	12	12	335.4	4.6309	100
2512	Upholstered wood household furniture	5	4	81.9	1.6276	98
Carteret	**All mfg.**	**19**	**5**	**124.1**	**.0058**	**50**
Caswell	**All mfg.**	**3**	**1**	**31.0**	**.0014**	**70**
Catawba	**All mfg.**	**243**	**116**	**2,376.2**	**.1102**	**83**
2251	Women's full- & knee-length hosiery	6	3	50.5	3.3208	87
2252	Hosiery n.e.c.	34	9	135.9	8.4138	56
2511	Wood household furniture	14	10	228.4	3.1536	93
2512	Upholstered wood household furniture	51	34	491.8	9.7733	90
3612	Transformers	1	1	45.4	1.6074	100
8062	*General medical & surgical hospitals*	*3*	*2*	*92.8*	*.0513*	*95*
Chatham	**All mfg.**	**29**	**12**	**253.3**	**.0117**	**79**
Cherokee	**All mfg.**	**14**	**8**	**177.5**	**.0082**	**79**
Chowan	**All mfg.**	**11**	**6**	**84.9**	**.0039**	**73**
Clay	**All mfg.**	**5**	**2**	**29.9**	**.0014**	**53**
Cleveland	**All mfg.**	**87**	**45**	**1,261.0**	**.0585**	**86**
2221	Synthetics- & silk-weaving mills	6	6	193.9	3.2987	100
2281	Yarn-spinning mills, except wool	11	9	194.4	3.8179	98
3229	Pressed & blown glass n.e.c.	1	1	116.4	2.8630	100
Columbus	**All mfg.**	**27**	**12**	**531.8**	**.0247**	**88**
2631	Paperboard mills	1	1	242.5	2.9907	100
2651	Folding paperboard boxes	1	1	83.2	1.9030	100
Craven	**All mfg.**	**29**	**10**	**341.2**	**.0158**	**75**
3732	Boat building & repairing	3	3	85.6	3.9217	100
Cumberland	**All mfg.**	**53**	**26**	**1,068.8**	**.0496**	**83**
3011	Tires & inner tubes	1	1	267.2	3.6722	100
8062	*General medical & surgical hospitals*	*3*	*3*	*149.9*	*.0829*	*100*
Dare	**All mfg.**	**3**		**5.3**	**.0002**	**0**
Davidson	**All mfg.**	**106**	**49**	**1,537.9**	**.0713**	**76**
2252	Hosiery n.e.c.	10	6	63.9	3.9562	80
2511	Wood household furniture	11	10	394.1	5.4414	99
3229	Pressed & blown glass n.e.c.	1	1	145.5	3.5787	100
Davie	**All mfg.**	**21**	**10**	**362.3**	**.0168**	**88**
Duplin	**All mfg.**	**29**	**15**	**415.7**	**.0193**	**79**
Durham	**All mfg.**	**67**	**20**	**4,281.3**	**.1986**	**94**
2111	Cigarettes	2	2	1,023.1	7.8542	100
3573	Electronic computing equipment	1	1	1,664.3	3.2232	100
3661	Telephone & telegraph apparatus	1	1	842.7	4.4279	100
8062	*General medical & surgical hospitals*	*4*	*3*	*170.4*	*.0943*	*97*
Edgecombe	**All mfg.**	**59**	**34**	**1,164.5**	**.0540**	**86**
2281	Yarn-spinning mills, except wool	2	2	55.7	1.0939	100
2834	Pharmaceutical preparations	1	1	307.7	1.4419	100
Forsyth	**All mfg.**	**146**	**61**	**8,514.5**	**.3949**	**96**
2111	Cigarettes	1	1	4,789.7	36.7697	100
2131	Chewing & smoking tobacco & snuff	3	3	381.6	39.4459	100
2251	Women's full- & knee-length hosiery	3	3	217.8	14.3224	100
3353	Aluminum sheet, plate, & foil	1	1	626.8	11.6179	100
3511	Turbines & turbine-generator set units	2	2	212.8	7.6256	100
3661	Telephone & telegraph apparatus	1	1	776.5	4.0801	100
8062	*General medical & surgical hospitals*	*3*	*3*	*225.1*	*.1245*	*100*
Franklin	**All mfg.**	**21**	**10**	**198.2**	**.0092**	**77**
Gaston	**All mfg.**	**232**	**110**	**2,377.6**	**.1103**	**81**
2253	Knit-outerwear mills	5	5	80.8	2.1331	100
2261	Cotton-finishing plants	3	2	27.6	1.9479	97
2281	Yarn-spinning mills, except wool	45	42	587.1	11.5303	98
2284	Thread mills	8	5	52.4	11.1347	83
2296	Tire cord & fabric	1	1	141.6	8.4406	100
3552	Textile machinery	31	3	121.3	7.0372	43
3714	Motor-vehicle parts & accessories	2	2	60.9	.1593	100
Gates	**All mfg.**	**3**		**7.4**	**.0003**	**0**
Graham	**All mfg.**	**5**	**4**	**61.0**	**.0028**	**94**
Granville	**All mfg.**	**33**	**21**	**796.9**	**.0370**	**93**
8062	*General medical & surgical hospitals*	*2*	*2*	*75.3*	*.0417*	*100*
Greene	**All mfg.**	**8**	**4**	**47.1**	**.0022**	**66**
Guilford	**All mfg.**	**410**	**138**	**5,711.0**	**.2649**	**78**
2111	Cigarettes	1	1	1,245.0	9.5577	100

1986 S&MM Est.

NORTH CAROLINA (Guilford, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2211	Cotton-weaving mills	4	3	134.7	2.7606	99
2252	Hosiery n.e.c.	9	5	104.3	6.4574	90
2261	Cotton-finishing plants	2	1	41.1	2.9007	97
2295	Coated fabrics, not rubberized	1	1	184.3	10.5044	100
2341	Women's & children's underwear	4	2	45.8	1.7389	92
2511	Wood household furniture	10	6	90.2	1.2454	83
2512	Upholstered wood household furniture	35	12	201.1	3.9963	70
2521	Wood office furniture	2	2	65.7	2.8008	100
2649	Converted paper products n.e.c.	5	2	121.1	2.5375	81
3079	Miscellaneous plastics products	15	6	83.6	.3509	72
3552	Textile machinery	8	2	55.3	3.2082	85
3586	Measuring & dispensing pumps	1	1	134.1	25.5916	100
7011	*Hotels, motels, & tourist courts*	*21*	*5*	*55.9*	*.1799*	*64*
8062	*General medical & surgical hospitals*	*5*	*4*	*219.0*	*.1212*	*98*
Halifax	**All mfg.**	**37**	**20**	**523.2**	**.0243**	**83**
2211	Cotton-weaving mills	2	2	40.2	.8239	100
2221	Synthetics- & silk-weaving mills	1	1	80.8	1.3746	100
Harnett	**All mfg.**	**35**	**17**	**411.3**	**.0191**	**78**
2211	Cotton-weaving mills	1	1	24.0	.4919	100
Haywood	**All mfg.**	**15**	**6**	**848.3**	**.0393**	**95**
2611	Pulp mills	1	1	282.2	6.0187	100
2621	Paper mills, except building paper	1	1	319.9	1.5918	100
3041	Rubber & plastic hose & belting	1	1	137.5	6.4192	100
Henderson	**All mfg.**	**44**	**19**	**589.8**	**.0274**	**85**
3648	Lighting equipment n.e.c.	1	1	107.0	5.6870	100
Hertford	**All mfg.**	**18**	**8**	**221.5**	**.0103**	**60**
Hoke	**All mfg.**	**8**	**6**	**176.8**	**.0082**	**93**
Hyde	**All mfg.**	**3**		**12.3**	**.0006**	**0**
Iredell	**All mfg.**	**104**	**40**	**1,059.7**	**.0491**	**74**
2221	Synthetics- & silk-weaving mills	2	2	85.4	1.4529	100
2281	Yarn-spinning mills, except wool	3	3	62.5	1.2275	100
Jackson	**All mfg.**	**7**	**2**	**48.9**	**.0023**	**49**
Johnston	**All mfg.**	**50**	**22**	**844.6**	**.0392**	**82**
2321	Men's & boys' shirts & nightwear	4	3	35.9	1.0013	92
Jones	**All mfg.**	**3**		**12.3**	**.0006**	**0**
Lee	**All mfg.**	**55**	**26**	**814.2**	**.0378**	**82**
2844	Toilet preparations	2	2	254.4	2.0653	100
Lenoir	**All mfg.**	**39**	**14**	**804.7**	**.0373**	**84**
2321	Men's & boys' shirts & nightwear	2	2	90.7	2.5297	100
2824	Noncellulosic synthetic organic fibers	1	1	300.9	4.2863	100
8062	*General medical & surgical hospitals*	*2*	*2*	*102.3*	*.0566*	*100*
Lincoln	**All mfg.**	**41**	**19**	**372.2**	**.0173**	**75**
McDowell	**All mfg.**	**34**	**18**	**418.8**	**.0194**	**90**
2511	Wood household furniture	3	3	39.8	.5495	100
2834	Pharmaceutical preparations	1	1	102.6	.4808	100
Macon	**All mfg.**	**8**	**5**	**70.8**	**.0033**	**72**
Madison	**All mfg.**	**4**	**2**	**29.7**	**.0014**	**90**
Martin	**All mfg.**	**15**	**10**	**300.6**	**.0139**	**91**
Mecklenburg	**All mfg.**	**371**	**112**	**5,261.1**	**.2440**	**77**
1611	*Highway & street construction*	*5*	*2*	*72.3*	*.4180*	*89*
1629	*Heavy construction n.e.c.*	*5*	*2*	*353.8*	*1.3406*	*85*
2051	Bread, cake, & related products	3	3	73.1	.4590	100
2052	Cookies & crackers	2	2	187.9	4.0808	100
2711	Newspapers	2	1	78.8	.3565	89
3011	Tires & inner tubes	1	1	231.0	3.1747	100
3079	Miscellaneous plastics products	11	7	98.3	.4126	91
3552	Textile machinery	14	6	101.7	5.9001	70
4911	*Electric services*	*2*	*1*	*1,350.7*	*1.2349*	*99*
5084	*Industrial-machinery distributors*	*37*	*5*	*295.9*	*1.7380*	*36*
6025	*National banks, federal reserve system*	*4*	*2*	*9,381.8*	*6.7983*	*100*
7011	*Hotels, motels, & tourist courts*	*27*	*10*	*114.4*	*.3682*	*79*
8062	*General medical & surgical hospitals*	*7*	*6*	*431.4*	*.2387*	*96*
Mitchell	**All mfg.**	**14**	**7**	**154.8**	**.0072**	**81**
Montgomery	**All mfg.**	**38**	**18**	**319.2**	**.0148**	**83**
2252	Hosiery n.e.c.	9	5	114.8	7.1075	92
Moore	**All mfg.**	**45**	**16**	**553.9**	**.0257**	**79**
Nash	**All mfg.**	**43**	**20**	**434.3**	**.0201**	**78**
3429	Hardware n.e.c.	2	2	88.4	.9745	100
New Hanover	**All mfg.**	**61**	**23**	**1,507.5**	**.0699**	**65**
2819	Industrial inorganic chemicals n.e.c.	3	2	262.9	1.5432	89
2824	Noncellulosic synthetic organic fibers	1	1	240.8	3.4302	100
3229	Pressed & blown glass n.e.c.	1	1	59.9	1.4733	100
8062	*General medical & surgical hospitals*	*2*	*2*	*88.9*	*.0492*	*100*
Northampton	**All mfg.**	**18**	**5**	**107.2**	**.0050**	**41**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Onslow	**All mfg.**	**18**	**13**	**309.6**	**.0144**	**92**
8062	*General medical & surgical hospitals*	*2*	*2*	*69.5*	*.0385*	*100*
Orange	**All mfg.**	**17**	**6**	**120.1**	**.0056**	**67**
8062	*General medical & surgical hospitals*	*1*	*1*	*163.0*	*.0902*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*242.3*	*.9078*	*100*
Pamlico	**All mfg.**	**8**	**1**	**42.9**	**.0020**	**28**
Pasquotank	**All mfg.**	**17**	**1**	**78.5**	**.0036**	**11**
Pender	**All mfg.**	**8**	**2**	**44.2**	**.0020**	**53**
Perquimans	**All mfg.**	**1**	**1**	**12.0**	**.0006**	**100**
Person	**All mfg.**	**19**	**8**	**307.1**	**.0142**	**85**
2231	Wool-fabric weaving & finishing mills	1	1	59.2	3.7070	100
Pitt	**All mfg.**	**46**	**21**	**1,259.9**	**.0584**	**91**
2834	Pharmaceutical preparations	1	1	179.1	.8392	100
8062	*General medical & surgical hospitals*	*1*	*1*	*97.4*	*.0539*	*100*
Polk	**All mfg.**	**10**	**5**	**90.9**	**.0042**	**80**
Randolph	**All mfg.**	**113**	**49**	**1,214.2**	**.0563**	**81**
2251	Women's full- & knee-length hosiery	17	7	139.6	9.1800	80
2512	Upholstered wood household furniture	5	2	165.8	3.2948	95
3011	Tires & inner tubes	3	2	1[illegible]5.3	1.7220	89
Richmond	**All mfg.**	**46**	**22**	**598.0**	**.0277**	**78**
2221	Synthetics- & silk-weaving mills	3	3	89.4	1.5209	100
2511	Wood household furniture	1	1	70.3	.9706	100
Robeson	**All mfg.**	**78**	**43**	**1,066.9**	**.0495**	**85**
2281	Yarn-spinning mills, except wool	3	3	65.7	1.2903	100
Rockingham	**All mfg.**	**50**	**32**	**1,535.5**	**.0712**	**96**
2082	Malt beverages	1	1	330.6	2.9336	100
2111	Cigarettes	1	1	421.9	3.2389	100
2211	Cotton-weaving mills	3	3	30.6	.6271	100
2254	Knit-underwear mills	2	2	48.8	4.2564	100
2281	Yarn-spinning mills, except wool	3	3	91.2	1.7911	100
2282	Throwing & winding mills, except wool	5	5	254.7	10.7518	100
Rowan	**All mfg.**	**78**	**42**	**1,259.8**	**.0584**	**86**
2211	Cotton-weaving mills	3	3	55.4	1.1354	100
2281	Yarn-spinning mills, except wool	6	5	194.9	3.8277	99
2824	Noncellulosic synthetic organic fibers	1	1	287.5	4.0954	100
8062	*General medical & surgical hospitals*	*1*	*1*	*64.9*	*.0359*	*100*
Rutherford	**All mfg.**	**41**	**25**	**500.9**	**.0232**	**85**
2211	Cotton-weaving mills	7	7	181.0	3.7095	100
2221	Synthetics- & silk-weaving mills	2	2	34.6	.5886	100
Sampson	**All mfg.**	**27**	**11**	**381.4**	**.0177**	**85**
Scotland	**All mfg.**	**23**	**13**	**459.4**	**.0213**	**84**
2211	Cotton-weaving mills	2	2	43.6	.8936	100
Stanly	**All mfg.**	**51**	**25**	**701.4**	**.0325**	**83**
2281	Yarn-spinning mills, except wool	4	4	55.1	1.0821	100
2321	Men's & boys' shirts & nightwear	3	3	49.7	1.3862	100
Stokes	**All mfg.**	**8**	**2**	**56.9**	**.0026**	**74**
Surry	**All mfg.**	**58**	**30**	**952.5**	**.0442**	**87**
2231	Wool-fabric weaving & finishing mills	1	1	102.5	6.4183	100
2252	Hosiery n.e.c.	9	5	174.2	10.7850	92
2253	Knit-outerwear mills	5	3	154.9	4.0892	97
2339	Women's & misses' outerwear n.e.c.	3	3	35.4	1.1547	100
2511	Wood household furniture	4	3	63.6	.8781	99
3634	Electric housewares & fans	1	1	115.9	3.0132	100
Swain	**All mfg.**	**8**	**5**	**58.1**	**.0027**	**80**
Transylvania	**All mfg.**	**7**	**5**	**321.0**	**.0149**	**97**
2621	Paper mills, except building paper	2	2	172.7	.8594	100
3861	Photographic equipment & supplies	1	1	118.2	1.0410	100
Tyrrell	**All mfg.**	**2**		**8.6**	**.0004**	**0**
Union	**All mfg.**	**66**	**33**	**706.4**	**.0328**	**76**
2016	Poultry-dressing plants	2	2	49.0	.7236	100
Vance	**All mfg.**	**41**	**14**	**518.8**	**.0241**	**74**
2251	Women's full- & knee-length hosiery	3	1	81.0	5.3265	95
2281	Yarn-spinning mills, except wool	2	2	119.1	2.3391	100
Wake	**All mfg.**	**154**	**67**	**2,475.8**	**.1148**	**84**
3573	Electronic computing equipment	7	2	224.6	.4350	94
3661	Telephone & telegraph apparatus	2	1	181.4	.9532	97
3825	Electricity-measuring instruments	1	1	102.5	1.8402	100
4911	*Electric services*	*2*	*1*	*202.1*	*.1848*	*93*
6025	*National banks, federal reserve system*	*1*	*1*	*219.0*	*.1587*	*100*
7011	*Hotels, motels, & tourist courts*	*20*	*1*	*37.8*	*.1217*	*19*
8062	*General medical & surgical hospitals*	*4*	*4*	*298.0*	*.1649*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*71.9*	*.2694*	*94*
Warren	**All mfg.**	**8**	**6**	**48.5**	**.0022**	**87**
Washington	**All mfg.**	**9**	**6**	**442.1**	**.0205**	**96**
2631	Paperboard mills	1	1	328.4	4.0501	100
Watauga	**All mfg.**	**10**	**5**	**164.3**	**.0067**	**85**
Wayne	**All mfg.**	**56**	**26**	**594.5**	**.0276**	**81**
8062	*General medical & surgical hospitals*	*4*	*4*	*127.4*	*.0705*	*100*
Wilkes	**All mfg.**	**32**	**16**	**537.8**	**.0249**	**89**
2016	Poultry-dressing plants	2	2	212.6	3.1394	100
2511	Wood household furniture	1	1	74.4	1.0273	100
Wilson	**All mfg.**	**50**	**20**	**1,042.3**	**.0483**	**81**
2141	Tobacco stemming & redrying	4	3	330.7	9.8000	86
3011	Tires & inner tubes	1	1	140.7	1.9337	100
8062	*General medical & surgical hospitals*	*2*	*2*	*56.7*	*.0314*	*100*

1986 **S&MM** Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Yadkin	**All mfg.**	**12**	**4**	**216.1**	**.0100**	**90**
Yancey	**All mfg.**	**7**	**4**	**58.2**	**.0027**	**72**
STATE TOTAL	**All mfg.**	**4,516**	**1,986**	**73,286.9**	**3.3988**	**84**

NORTH DAKOTA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	**1**		**6.8**	**.0003**	**0**
Barnes	**All mfg.**	**2**		**2.9**	**.0001**	**0**
Benson	**All mfg.**	**2**	**1**	**31.6**	**.0015**	**95**
Bottineau	**All mfg.**	**2**		**7.5**	**.0003**	**0**
Burke	**All mfg.**	**1**		**12.7**	**.0006**	**0**
Burleigh	**All mfg.**	**23**	**4**	**233.7**	**.0108**	**19**
8062	*General medical & surgical hospitals*	*2*	*2*	*91.7*	*.0507*	*100*
Cass	**All mfg.**	**41**	**8**	**429.3**	**.0199**	**45**
3523	Farm machinery & equipment	5	2	113.0	1.1353	81
8062	*General medical & surgical hospitals*	*4*	*4*	*145.9*	*.0807*	*100*
Dickey	**All mfg.**	**2**		**11.1**	**.0005**	**0**
Eddy	**All mfg.**	**1**		**2.2**	**.0001**	**0**
Grand Forks	**All mfg.**	**21**	**4**	**238.6**	**.0111**	**49**
8062	*General medical & surgical hospitals*	*4*	*3*	*87.2*	*.0482*	*98*
Griggs	**All mfg.**	**1**	**1**	**17.2**	**.0008**	**100**
McHenry	**All mfg.**	**1**		**10.8**	**.0005**	**0**
McIntosh	**All mfg.**	**1**		**3.8**	**.0002**	**0**
McLean	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Morton	**All mfg.**	**12**	**1**	**320.2**	**.0148**	**81**
Mountrail	**All mfg.**	**1**		**6.7**	**.0003**	**0**
Nelson	**All mfg.**	**1**		**5.4**	**.0003**	**0**
Pembina	**All mfg.**	**3**	**1**	**29.8**	**.0014**	**58**
Pierce	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Ramsey	**All mfg.**	**5**		**15.3**	**.0007**	**0**
Ransom	**All mfg.**	**2**		**35.5**	**.0016**	**0**
Richland	**All mfg.**	**9**	**3**	**76.9**	**.0036**	**65**
Rolette	**All mfg.**	**2**	**2**	**24.2**	**.0011**	**100**
Sargent	**All mfg.**	**2**	**1**	**12.4**	**.0006**	**80**
Sioux	**All mfg.**	**1**		**8.1**	**.0004**	**0**
Stark	**All mfg.**	**8**	**1**	**85.8**	**.0040**	**68**
Stutsman	**All mfg.**	**10**	**3**	**92.7**	**.0043**	**54**
8062	*General medical & surgical hospitals*	*2*	*2*	*61.1*	*.0338*	*100*
Traill	**All mfg.**	**2**	**1**	**25.7**	**.0012**	**91**
Walsh	**All mfg.**	**1**		**3.8**	**.0002**	**0**
8062	*General medical & surgical hospitals*	*3*	*1*	*74.1*	*.0410*	*89*
Ward	**All mfg.**	**9**	**2**	**60.0**	**.0028**	**36**
8062	*General medical & surgical hospitals*	*4*	*3*	*79.6*	*.0440*	*96*
Williams	**All mfg.**	**5**	**1**	**22.3**	**.0010**	**49**
STATE TOTAL	**All mfg.**	**174**	**34**	**1,836.2**	**.0852**	**50**

OHIO

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	**5**		**27.5**	**.0013**	**0**
Allen	**All mfg.**	**91**	**43**	**3,749.6**	**.1739**	**94**
3621	Motors & generators	3	3	47.2	.6058	100
3714	Motor-vehicle parts & accessories	6	6	340.7	.8910	100
3795	Tanks & tank components	1	1	338.7	19.4958	100
8062	*General medical & surgical hospitals*	*4*	*4*	*193.3*	*.1069*	*100*
Ashland	**All mfg.**	**37**	**20**	**535.6**	**.0248**	**83**
3069	Fabricated rubber products n.e.c.	6	5	86.2	1.6019	99
Ashtabula	**All mfg.**	**91**	**36**	**1,448.2**	**.0672**	**80**
3079	Miscellaneous plastics products	14	8	106.6	.4474	86
Athens	**All mfg.**	**9**	**3**	**102.9**	**.0048**	**43**
8062	*General medical & surgical hospitals*	*4*	*4*	*74.7*	*.0413*	*100*
Auglaize	**All mfg.**	**37**	**13**	**623.7**	**.0289**	**78**
3662	Radio & TV communication equipment	1	1	115.2	.3413	100
Belmont	**All mfg.**	**27**	**10**	**331.7**	**.0154**	**79**
1211	*Bituminous-coal & lignite mining*	*9*	*6*	*451.7*	*2.7799*	*96*
Brown	**All mfg.**	**7**	**3**	**111.2**	**.0052**	**88**
Butler	**All mfg.**	**119**	**41**	**2,528.4**	**.1173**	**87**
2621	Paper mills, except building paper	5	4	437.4	2.1765	97
3312	Blast furnaces & steel mills	1	1	495.3	1.6737	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	142.2	2.1910	100
3465	Automotive stampings	1	1	286.6	3.2144	100
3499	Fabricated metal products n.e.c.	5	2	145.2	1.6444	92
8062	*General medical & surgical hospitals*	*4*	*4*	*140.9*	*.0780*	*100*
Carroll	**All mfg.**	**9**	**6**	**98.7**	**.0046**	**94**
Champaign	**All mfg.**	**17**	**8**	**291.4**	**.0135**	**86**
Clark	**All mfg.**	**93**	**28**	**1,058.7**	**.0491**	**78**
3713	Truck & bus bodies	1	1	333.8	3.6433	100
8062	*General medical & surgical hospitals*	*2*	*2*	*97.9*	*.0542*	*100*
Clermont	**All mfg.**	**34**	**6**	**343.8**	**.0159**	**64**
3559	Special-industry machinery n.e.c.	1	1	155.1	1.7318	100
Clinton	**All mfg.**	**29**	**11**	**298.2**	**.0138**	**75**
Columbiana	**All mfg.**	**85**	**26**	**767.9**	**.0356**	**64**
8062	*General medical & surgical hospitals*	*2*	*2*	*61.1*	*.0338*	*100*

1986 **S&MM** Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Coshocton	**All mfg.**	**23**	**9**	**301.5**	**.0140**	**78**
Crawford	**All mfg.**	**47**	**16**	**583.3**	**.0271**	**74**
3562	Ball & roller bearings	1	1	62.6	1.6848	100
Cuyahoga	**All mfg.**	**1,508**	**458**	**18,541.3**	**.8599**	**76**
1629	*Heavy construction n.e.c.*	*15*	*6*	*360.6*	*1.3663*	*87*
2038	Frozen food specialties	2	2	243.4	5.6855	100
2051	Bread, cake, & related products	9	8	204.2	1.2821	99
2311	Men's & boys' suits & coats	3	3	340.8	9.2295	100
2542	Metal partitions & fixtures	7	4	108.2	5.0281	94
2653	Corrugated & solid fiber boxes	13	6	131.3	1.2494	66
2711	Newspapers	11	3	121.0	.5474	84
2721	Periodicals	17	6	276.1	2.2582	66
2751	Letterpress commercial printing	23	3	68.0	.7268	48
2752	Lithographic commercial printing	35	6	148.9	1.1521	37
2771	Greeting-card publishing	3	3	284.3	11.8641	100
2819	Industrial inorganic chemicals n.e.c.	8	6	204.0	1.1974	93
2851	Paints & allied products	17	4	523.8	4.6805	82
2899	Chemical preparations n.e.c.	17	5	242.0	2.2735	68
2952	Asphalt felts & coatings	10	3	281.1	8.8280	78
3079	Miscellaneous plastics products	45	1/	251.9	1.0573	76
3312	Blast furnaces & steel mills	7	4	817.1	2.7612	98
3316	Cold-rolled steel sheet, strip, & bars	3	2	91.9	1.4160	92
3321	Gray-iron foundries	5	3	415.1	4.3533	98
3361	Aluminum foundries	17	10	147.5	4.9067	90
3429	Hardware n.e.c.	12	6	157.5	1.7362	73
3433	Heating equipment, except electric	9	3	166.7	3.5259	82
3444	Sheet-metal work	16	3	334.7	2.8243	79
3451	Screw-machine products	26	4	89.7	4.0487	53
3452	Bolts, nuts, rivets, & washers	31	15	269.9	6.9857	79
3462	Iron & steel forgings	19	6	178.2	3.3513	70
3463	Nonferrous forgings	3	1	310.5	20.0815	96
3465	Automotive stampings	5	3	277.9	3.1169	98
3469	Metal stampings n.e.c.	33	10	175.3	1.5010	58
3471	Plating & polishing	29	1	79.8	3.2747	43
3494	Valves & pipe fittings	15	4	130.5	1.1510	58
3496	Miscellaneous fabricated wire products	11	3	105.9	2.3577	75
3499	Fabricated metal products n.e.c.	26	5	192.8	2.1835	40
3531	Construction machinery	10	9	278.2	2.2984	98
3537	Industrial trucks & tractors	9	3	128.1	4.6247	83
3541	Metal-cutting machine tools	19	9	200.7	4.6054	86
3544	Special dies, tools, jigs, & fixtures	64	7	168.0	2.9208	36
3545	Machine-tool accessories	17	6	143.4	4.3565	84
3559	Special-industry machinery n.e.c.	21	9	298.0	3.3274	82
3568	Power-transmission equipment n.e.c.	9	4	189.7	4.7430	83
3592	Carburetors, pistons, rings, & valves	3	2	179.0	10.3864	99
3599	Machinery, except electrical, n.e.c.	58	4	153.5	1.3412	23
3621	Motors & generators	8	5	193.4	2.4824	95
3622	Industrial controls	10	5	192.[illegible]	3.6850	91
3623	Electric welding apparatus	4	2	291.6	12.0911	97
3624	Carbon & graphite products	5	4	98.4	6.8036	98
3641	Electric lamps	4	3	230.5	9.1291	99
3679	Electronic components n.e.c.	8	3	85.3	.4361	82
3694	Engine electrical equipment	3	2	79.0	1.4791	93
3714	Motor-vehicle parts & accessories	37	20	1,067.3	2.7913	93
3724	Aircraft engines & engine parts	3	1	314.6	3.4996	95
3728	Aircraft equipment n.e.c.	8	2	124.0	1.0279	87
3841	Surgical & medical instruments	4	1	67.1	1.3260	84
4011	*Line-haul-operating railroads*	*3*	*2*	*2,297.6*	*9.2872*	*100*
4924	*Natural-gas distribution*	*4*	*2*	*649.3*	*3.2116*	*96*
5051	*Metals service centers & sales offices*	*47*	*6*	*877.2*	*2.8813*	*31*
5063	*Electrical-power-equipment wholesalers*	*20*	*2*	*146.8*	*1.1639*	*46*
5084	*Industrial-machinery distributors*	*50*	*6*	*391.6*	*2.3001*	*60*
5085	*Industrial-supply distributors*	*56*	*2*	*351.4*	*1.7721*	*19*
6025	*National banks, federal reserve system*	*7*	*5*	*1,135.7*	*.8230*	*99*
7011	*Hotels, motels, & tourist courts*	*39*	*19*	*184.0*	*.5923*	*88*
7372	*Computer programming & software*	*9*	*2*	*82.3*	*.7201*	*72*
8062	*General medical & surgical hospitals*	*34*	*32*	*1,652.0*	*.9140*	*99*
8221	*Colleges & universities n.e.c.*	*10*	*4*	*269.7*	*1.0104*	*97*
Darke	**All mfg.**	**34**	**9**	**345.8**	**.0160**	**65**
3714	Motor-vehicle parts & accessories	1	1	59.2	.1548	100
Defiance	**All mfg.**	**23**	**12**	**663.7**	**.0308**	**90**
3296	Mineral wool	3	3	125.5	5.3207	100
3321	Gray-iron foundries	1	1	323.8	3.3958	100
Delaware	**All mfg.**	**27**	**11**	**710.3**	**.0329**	**90**
Erie	**All mfg.**	**65**	**28**	**1,213.9**	**.0563**	**87**
3562	Ball & roller bearings	1	1	201.9	5.4338	100
3714	Motor-vehicle parts & accessories	2	2	250.8	.6559	100
8062	*General medical & surgical hospitals*	*3*	*3*	*69.3*	*.0383*	*100*
Fairfield	**All mfg.**	**48**	**25**	**555.3**	**.0258**	**79**
Fayette	**All mfg.**	**19**	**9**	**290.2**	**.0135**	**90**
Franklin	**All mfg.**	**448**	**142**	**7,847.9**	**.3640**	**83**
2023	Condensed & evaporated milk	1	1	449.7	8.6731	100
2051	Bread, cake, & related products	8	3	362.6	2.2766	94
2086	Bottled & canned soft drinks	5	4	154.7	.8148	93
2295	Coated fabrics, not rubberized	1	1	112.2	6.3950	100
2751	Letterpress commercial printing	14	2	51.8	.5536	56
2834	Pharmaceutical preparations	6	5	168.0	.7872	97
3079	Miscellaneous plastics products	16	7	104.9	.4403	69

1986 **S&MM** Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
OHIO (Franklin, cont.)						
3429	Hardware n.e.c.	1	1	413.0	4.5528	100
3562	Ball & roller bearings	1	1	78.3	2.1073	100
3661	Telephone & telegraph apparatus	2	1	709.3	3.7270	100
3721	Aircraft	1	1	445.8	1.5414	100
3823	Industrial process-control instruments	3	2	78.3	1.9621	96
3829	Measuring & controlling devices n.e.c.	5	2	56.7	2.1295	89
4911	*Electric services*	*5*	*3*	*947.8*	*.8666*	*98*
4924	*Natural-gas distribution*	*5*	*1*	*452.3*	*2.2372*	*67*
5081	*Commercial-equipment wholesalers*	*14*	*3*	*78.4*	*1.2886*	*68*
5085	*Industrial-supply distributors*	*16*	*1*	*140.7*	*.7095*	*45*
6025	*National banks, federal reserve system*	*3*	*3*	*654.4*	*.4742*	*100*
7011	*Hotels, motels, & tourist courts*	*39*	*13*	*130.1*	*.4188*	*71*
8062	*General medical & surgical hospitals*	*12*	*12*	*881.6*	*.4878*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*7*	*369.9*	*1.3858*	*99*
Fulton	**All mfg.**	**48**	**21**	**815.0**	**.0378**	**78**
2511	Wood household furniture	5	4	121.5	1.6776	98
3714	Motor-vehicle parts & accessories	3	3	98.1	.2566	100
Gallia	**All mfg.**	**4**	**4**	**163.7**	**.0076**	**100**
8062	*General medical & surgical hospitals*	*2*	*2*	*89.3*	*.0494*	*100*
Geauga	**All mfg.**	**39**	**17**	**317.0**	**.0147**	**73**
3069	Fabricated rubber products n.e.c.	7	5	89.2	1.6577	93
Greene	**All mfg.**	**35**	**11**	**380.0**	**.0176**	**64**
8221	*Colleges & universities n.e.c.*	*5*	*3*	*111.9*	*.4192*	*95*
Guernsey	**All mfg.**	**28**	**10**	**292.8**	**.0136**	**84**
3573	Electronic computing equipment	1	1	130.1	.2520	100
Hamilton	**All mfg.**	**741**	**271**	**16,979.8**	**.7875**	**88**
2011	Meat-packing plants	6	1	478.4	1.0713	83
2051	Bread, cake, & related products	10	7	167.6	1.0523	95
2086	Bottled & canned soft drinks	5	4	209.4	1.1029	98
2099	Food preparations n.e.c.	7	4	342.1	2.9226	94
2711	Newspapers	8	5	109.2	.4940	95
2751	Letterpress commercial printing	22	4	56.1	.5996	54
2752	Lithographic commercial printing	29	5	187.1	1.4476	56
2771	Greeting-card publishing	2	1	217.6	9.0807	99
2821	Plastics materials & synthetic resins	2	1	356.2	1.6719	95
2834	Pharmaceutical preparations	4	3	160.6	.7526	98
2841	Soap & other detergents	6	4	1,092.7	12.6382	99
2844	Toilet preparations	4	3	365.7	2.9689	99
2869	Industrial organic chemicals n.e.c.	7	3	515.8	1.6172	93
3079	Miscellaneous plastics products	19	9	300.4	1.2609	92
3315	Steel wire & related products	1	1	206.0	8.5481	100
3356	Nonferrous rolling & drawing n.e.c.	1	1	180.4	4.1638	100
3444	Sheet-metal work	17	2	107.5	.9071	50
3494	Valves & pipe fittings	8	5	292.2	2.5771	94
3499	Fabricated metal products n.e.c.	10	5	116.0	1.3137	80
3541	Metal-cutting machine tools	18	9	269.8	6.1911	91
3544	Special dies, tools, jigs, & fixtures	21	5	65.6	1.1405	53
3563	Air & gas compressors	5	4	114.7	3.4951	96
3621	Motors & generators	3	2	90.3	1.1590	96
3643	Current-carrying wiring devices	7	5	55.8	2.0506	94
3662	Radio & TV communication equipment	3	2	157.5	.4666	98
3711	Motor vehicles & passenger-car bodies	4	3	2,683.0	2.7966	99
3714	Motor-vehicle parts & accessories	8	2	266.7	.6975	85
3724	Aircraft engines & engine parts	1	1	1,247.3	13.8751	100
3728	Aircraft equipment n.e.c.	2	2	74.7	.6193	100
4011	*Line-haul-operating railroads*	*3*	*3*	*315.9*	*1.2769*	*100*
4911	*Electric services*	*1*	*1*	*688.6*	*.6296*	*100*
5084	*Industrial-machinery distributors*	*33*	*2*	*165.6*	*.9727*	*24*
5085	*Industrial-supply distributors*	*38*		*195.9*	*.9879*	*0*
6025	*National banks, federal reserve system*	*2*	*2*	*364.1*	*.2638*	*100*
7011	*Hotels, motels, & tourist courts*	*32*	*16*	*148.4*	*.4777*	*85*
8062	*General medical & surgical hospitals*	*19*	*19*	*979.9*	*.5421*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*139.4*	*.5223*	*97*
Hancock	**All mfg.**	**38**	**15**	**837.9**	**.0389**	**87**
3633	Household laundry equipment	1	1	342.0	17.4820	100
3674	Semiconductors & related devices	1	1	62.9	.5750	100
Hardin	**All mfg.**	**16**	**7**	**248.4**	**.0115**	**85**
Harrison	**All mfg.**	**7**	**1**	**24.9**	**.0012**	**28**
1211	*Bituminous-coal & lignite mining*	*6*	*6*	*488.3*	*3.0051*	*100*
Henry	**All mfg.**	**20**	**7**	**468.2**	**.0217**	**79**
2032	Canned food specialties	1	1	228.4	5.6586	100
Highland	**All mfg.**	**19**	**8**	**229.9**	**.0107**	**82**
Hocking	**All mfg.**	**11**	**5**	**132.5**	**.0061**	**87**
Holmes	**All mfg.**	**27**	**10**	**164.8**	**.0076**	**61**
Huron	**All mfg.**	**45**	**22**	**791.9**	**.0367**	**85**
2732	Book printing	1	1	186.2	4.4210	100
Jackson	**All mfg.**	**22**	**8**	**219.6**	**.0102**	**71**
Jefferson	**All mfg.**	**28**	**11**	**596.2**	**.0276**	**88**
3312	Blast furnaces & steel mills	2	2	275.9	.9323	100
8062	*General medical & surgical hospitals*	*2*	*2*	*83.4*	*.0461*	*100*
Knox	**All mfg.**	**21**	**9**	**282.6**	**.0131**	**80**
Lake	**All mfg.**	**228**	**59**	**2,733.1**	**.1268**	**74**
2253	Knit-outerwear mills	1	1	61.6	1.6262	100
2869	Industrial organic chemicals n.e.c.	3	2	612.4	1.9201	99
3069	Fabricated rubber products n.e.c.	6	3	67.4	1.2526	87
3536	Hoists, industrial cranes, & monorails	2	1	86.7	6.2545	97
3537	Industrial trucks & tractors	3	1	206.6	7.4588	96
3823	Industrial process-control instruments	2	2	49.9	1.2504	100
8062	*General medical & surgical hospitals*	*2*	*2*	*62.4*	*.0345*	*100*
Lawrence	**All mfg.**	**16**	**8**	**321.2**	**.0149**	**88**
Licking	**All mfg.**	**54**	**27**	**1,054.2**	**.0489**	**89**
3079	Miscellaneous plastics products	10	8	75.3	.3161	95
3296	Mineral wool	2	2	330.2	13.9992	100
3714	Motor-vehicle parts & accessories	2	2	175.6	.4592	100
Logan	**All mfg.**	**20**	**9**	**217.8**	**.0101**	**75**
Lorain	**All mfg.**	**159**	**58**	**3,172.3**	**.1471**	**88**
3312	Blast furnaces & steel mills	1	1	229.2	.7745	100
3321	Gray-iron foundries	5	5	149.6	1.5689	100
3573	Electronic computing equipment	2	1	95.0	.1840	93
3711	Motor vehicles & passenger-car bodies	1	1	692.9	.7222	100
3713	Truck & bus bodies	2	1	221.4	2.4165	99
3714	Motor-vehicle parts & accessories	4	2	111.3	.2911	93
8062	*General medical & surgical hospitals*	*6*	*5*	*195.4*	*.1081*	*98*
Lucas	**All mfg.**	**337**	**101**	**8,153.4**	**.3781**	**86**
2711	Newspapers	3	1	58.9	.2665	94
3079	Miscellaneous plastics products	11	5	69.6	.2921	81
3229	Pressed & blown glass n.e.c.	4	3	193.4	4.7569	99
3361	Aluminum foundries	3	3	119.3	3.9686	100
3465	Automotive stampings	6	2	148.9	1.6700	90
3469	Metal stampings n.e.c.	12	3	76.2	.6525	61
3544	Special dies, tools, jigs, & fixtures	19	4	53.3	.9267	52
3694	Engine electrical equipment	2	1	146.9	2.7504	98
3711	Motor vehicles & passenger-car bodies	1	1	1,750.1	1.8242	100
3714	Motor-vehicle parts & accessories	6	5	676.1	1.7682	99
8062	*General medical & surgical hospitals*	*10*	*10*	*572.4*	*.3167*	*100*
Madison	**All mfg.**	**14**	**4**	**222.9**	**.0103**	**73**
Mahoning	**All mfg.**	**147**	**47**	**1,534.5**	**.0712**	**75**
3317	Steel pipe & tubes	1	1	333.6	5.1103	100
3743	Railroad equipment	1	1	63.4	1.3631	100
8062	*General medical & surgical hospitals*	*2*	*2*	*197.3*	*.1092*	*100*
Marion	**All mfg.**	**42**	**17**	**1,089.0**	**.0505**	**90**
3585	Refrigeration & heating equipment	1	1	128.9	.8285	100
3631	Household cooking equipment	1	1	174.8	6.0046	100
3633	Household laundry equipment	1	1	182.4	9.3237	100
Medina	**All mfg.**	**91**	**28**	**768.2**	**.0356**	**59**
Meigs	**All mfg.**	**5**		**16.6**	**.0008**	**0**
Mercer	**All mfg.**	**24**	**10**	**462.8**	**.0215**	**90**
3751	Motorcycles, bicycles, & parts	1	1	210.0	12.8299	100
Miami	**All mfg.**	**89**	**32**	**1,298.6**	**.0602**	**84**
3551	Food-products machinery	2	2	135.6	5.0576	100
3623	Electric welding apparatus	2	1	175.9	7.2936	98
3728	Aircraft equipment n.e.c.	3	2	122.7	1.0172	98
8062	*General medical & surgical hospitals*	*3*	*3*	*68.4*	*.0378*	*100*
Monroe	**All mfg.**	**2**	**2**	**303.8**	**.0141**	**100**
3334	Primary aluminum	1	1	291.8	5.2826	100
Montgomery	**All mfg.**	**411**	**122**	**5,977.7**	**.2772**	**84**
2621	Paper mills, except building paper	5	4	190.5	.9479	93
2711	Newspapers	4	1	67.7	.3063	86
2721	Periodicals	3	2	259.0	2.1184	99
2761	Manifold business forms	4	4	146.7	1.9908	100
3079	Miscellaneous plastics products	14	6	58.1	.2439	81
3544	Special dies, tools, jigs, & fixtures	63	14	208.9	3.6318	54
3545	Machine-tool accessories	10	3	62.6	1.9018	75
3561	Pumps & pumping equipment	5	3	100.3	1.5001	92
3569	General industrial machinery n.e.c.	4	1	117.1	2.0641	93
3573	Electronic computing equipment	2	1	345.7	.6695	99
3585	Refrigeration & heating equipment	3	3	809.3	5.2019	100
3599	Machinery, except electrical, n.e.c.	24	3	96.8	.8458	42
3714	Motor-vehicle parts & accessories	5	3	1,192.0	3.1174	99
3953	Marking devices	2	1	56.8	15.0145	98
4931	*Electric & other services combined*	*1*	*1*	*853.5*	*2.8859*	*100*
7011	*Hotels, motels, & tourist courts*	*14*	*4*	*52.5*	*.1690*	*74*
7372	*Computer programming & software*	*9*	*3*	*48.6*	*.4252*	*62*
7374	*Data-processing services*	*9*	*3*	*104.0*	*1.2940*	*71*
8062	*General medical & surgical hospitals*	*10*	*9*	*637.5*	*.3527*	*100*
Morgan	**All mfg.**	**9**	**4**	**107.0**	**.0050**	**84**
Morrow	**All mfg.**	**8**	**4**	**113.6**	**.0053**	**85**
Muskingum	**All mfg.**	**52**	**23**	**1,042.5**	**.0483**	**87**
2026	Fluid milk	1	1	259.3	1.3169	100
3221	Glass containers	1	1	71.6	1.6738	100
3694	Engine electrical equipment	1	1	148.2	2.7748	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
8062	*General medical & surgical hospitals*	*2*	*2*	*78.4*	*.0434*	*100*
Noble	**All mfg.**	**4**	**2**	**56.3**	**.0026**	**69**
Ottawa	**All mfg.**	**20**	**7**	**242.5**	**.0112**	**77**
4912	*Nuclear power*	*2*	*2*	*566.8*	*2.0154*	*100*
Paulding	**All mfg.**	**10**	**4**	**146.9**	**.0068**	**83**
Perry	**All mfg.**	**12**	**7**	**119.5**	**.0055**	**86**
Pickaway	**All mfg.**	**15**	**9**	**572.8**	**.0266**	**92**
2821	Plastics materials & synthetic resins	2	2	299.3	1.4048	100
3641	Electric lamps	1	1	86.3	3.4180	100
Pike	**All mfg.**	**5**	**2**	**510.9**	**.0237**	**98**
2819	Industrial inorganic chemicals n.e.c.	2	1	484.2	2.8421	99
Portage	**All mfg.**	**73**	**27**	**708.8**	**.0329**	**76**
3079	Miscellaneous plastics products	12	6	60.0	.2518	74
Preble	**All mfg.**	**16**	**6**	**215.1**	**.0100**	**76**
Putnam	**All mfg.**	**13**	**6**	**152.5**	**.0071**	**89**
3671	Electron tubes	1	1	47.0	2.7631	100
Richland	**All mfg.**	**93**	**39**	**2,083.3**	**.0966**	**91**
3312	Blast furnaces & steel mills	1	1	275.3	.9303	100
3317	Steel pipe & tubes	2	2	273.1	4.1835	100
3465	Automotive stampings	1	1	382.2	4.2867	100
3561	Pumps & pumping equipment	4	4	96.5	1.4433	100
3633	Household laundry equipment	1	1	180.1	9.2062	100
3822	Environmental controls	2	2	80.0	4.6369	100
8062	*General medical & surgical hospitals*	*3*	*3*	*73.4*	*.0406*	*100*
Ross	**All mfg.**	**16**	**6**	**478.4**	**.0222**	**89**
2611	Pulp mills	1	1	203.0	4.3296	100
Sandusky	**All mfg.**	**61**	**22**	**1,026.6**	**.0476**	**85**
3633	Household laundry equipment	1	1	304.0	15.5395	100
Scioto	**All mfg.**	**15**	**7**	**161.6**	**.0075**	**82**
8062	*General medical & surgical hospitals*	*3*	*3*	*64.5*	*.0357*	*100*
Seneca	**All mfg.**	**51**	**27**	**904.2**	**.0419**	**86**
3519	Internal-combustion engines n.e.c.	1	1	88.9	.8963	100
Shelby	**All mfg.**	**45**	**17**	**848.6**	**.0394**	**88**
3469	Metal stampings n.e.c.	1	1	54.8	.4692	100
3479	Metal coating & allied services n.e.c.	1	1	96.6	2.4002	100
3585	Refrigeration & heating equipment	1	1	287.4	1.8473	100
Stark	**All mfg.**	**234**	**80**	**4,616.3**	**.2141**	**85**
2013	Sausages & other prepared meats	2	2	175.3	1.2537	100
3069	Fabricated rubber products n.e.c.	6	5	49.6	.9218	95
3312	Blast furnaces & steel mills	4	4	1,043.2	3.5252	100
3316	Cold-rolled steel sheet, strip, & bars	3	3	106.8	1.6456	100
3462	Iron & steel forgings	4	3	107.4	2.0198	92
3465	Automotive stampings	1	1	166.1	1.8629	100
3562	Ball & roller bearings	2	1	450.1	12.1138	99
6025	*National banks, federal reserve system*	*6*	*4*	*217.2*	*.1574*	*87*
8062	*General medical & surgical hospitals*	*6*	*4*	*180.4*	*.0998*	*100*
Summit	**All mfg.**	**350**	**99**	**4,842.8**	**.2246**	**77**
2822	Synthetic rubber	3	3	616.7	9.8871	100
3011	Tires & inner tubes	4	1	159.7	2.1948	90
3069	Fabricated rubber products n.e.c.	23	6	78.2	1.4533	51
3079	Miscellaneous plastics products	23	7	105.5	.4428	57
3443	Fabricated plate work (boiler shops)	5	1	160.3	1.1795	88
3444	Sheet-metal work	6	3	144.2	1.2168	95
3465	Automotive stampings	4	2	552.3	6.1945	98
3544	Special dies, tools, jigs, & fixtures	30	8	107.7	1.8724	63
3559	Special-industry machinery n.e.c.	15	4	122.9	1.3723	59
3599	Machinery, except electrical, n.e.c.	21	3	79.5	.6946	45
3728	Aircraft equipment n.e.c.	4	1	373.7	3.0979	98
4911	*Electric services*	*1*	*1*	*1,088.0*	*.9947*	*100*
8062	*General medical & surgical hospitals*	*10*	*10*	*493.8*	*.2732*	*100*
Trumbull	**All mfg.**	**115**	**39**	**6,188.5**	**.2870**	**93**
3312	Blast furnaces & steel mills	2	1	442.4	1.4950	98
3356	Nonferrous rolling & drawing n.e.c.	2	2	244.2	5.6363	100
3465	Automotive stampings	1	1	258.0	2.8937	100
3641	Electric lamps	2	2	100.5	3.9804	100
3694	Engine electrical equipment	2	1	661.3	12.3816	99
3711	Motor vehicles & passenger-car bodies	1	1	3,065.9	3.1957	100
3743	Railroad equipment	2	1	86.7	1.8641	92
8062	*General medical & surgical hospitals*	*4*	*4*	*147.2*	*.0814*	*100*
Tuscarawas	**All mfg.**	**86**	**25**	**857.2**	**.0398**	**71**
3079	Miscellaneous plastics products	9	4	59.0	.2477	75
Union	**All mfg.**	**18**	**7**	**1,595.8**	**.0740**	**97**
2874	Phosphatic fertilizers	1	1	344.4	7.2932	100
3711	Motor vehicles & passenger-car bodies	1	1	897.7	.9357	100
3751	Motorcycles, bicycles, & parts	1	1	220.2	13.4531	100
Van Wert	**All mfg.**	**18**	**8**	**363.2**	**.0168**	**85**
Vinton	**All mfg.**	**7**	**2**	**38.1**	**.0018**	**53**
Warren	**All mfg.**	**41**	**12**	**365.9**	**.0170**	**66**
Washington	**All mfg.**	**39**	**16**	**1,093.0**	**.0507**	**88**
2522	Metal office furniture	1	1	128.9	3.8349	100
Wayne	**All mfg.**	**81**	**33**	**1,490.2**	**.0691**	**83**
3079	Miscellaneous plastics products	4	1	230.0	.9654	97
3713	Truck & bus bodies	4	4	101.5	1.1078	100
8062	*General medical & surgical hospitals*	*4*	*3*	*93.2*	*.0516*	*96*
Williams	**All mfg.**	**52**	**29**	**719.3**	**.0334**	**83**
Wood	**All mfg.**	**61**	**28**	**1,558.0**	**.0723**	**92**
3211	Flat glass	1	1	232.6	8.5574	100
3559	Special-industry machinery n.e.c.	1	1	193.7	2.1628	100
3714	Motor-vehicle parts & accessories	4	4	579.9	1.5166	100
Wyandot	**All mfg.**	**21**	**9**	**203.0**	**.0094**	**81**
3079	Miscellaneous plastics products	5	4	76.9	.3228	98
STATE TOTAL	**All mfg.**	**7,360**	**2,540**	**127,064.4**	**5.8928**	**84**

OKLAHOMA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Adair	**All mfg.**	**4**	**3**	**91.9**	**.0043**	**97**
Alfalfa	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Atoka	**All mfg.**	**3**	**1**	**17.9**	**.0008**	**56**
Beaver	**All mfg.**	**1**		**2.8**	**.0001**	**0**
Beckham	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Blaine	**All mfg.**	**6**	**3**	**64.6**	**.0030**	**80**
Bryan	**All mfg.**	**10**	**1**	**60.3**	**.0028**	**54**
Caddo	**All mfg.**	**6**	**2**	**74.4**	**.0035**	**45**
Canadian	**All mfg.**	**14**		**59.4**	**.0028**	**0**
Carter	**All mfg.**	**18**	**3**	**679.1**	**.0315**	**89**
3011	Tires & inner tubes	1	1	238.4	3.2764	100
Cherokee	**All mfg.**	**2**	**1**	**8.1**	**.0004**	**73**
Choctaw	**All mfg.**	**4**		**12.2**	**.0006**	**0**
Cleveland	**All mfg.**	**31**	**6**	**333.8**	**.0155**	**57**
8062	*General medical & surgical hospitals*	*4*	*3*	*108.3*	*.0599*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*48.5*	*.1817*	*100*
Coal	**All mfg.**	**1**	**1**	**6.5**	**.0003**	**100**
Comanche	**All mfg.**	**21**	**7**	**320.8**	**.0149**	**74**
3011	Tires & inner tubes	1	1	167.0	2.2951	100
8062	*General medical & surgical hospitals*	*4*	*4*	*110.8*	*.0613*	*100*
Cotton	**All mfg.**	**1**	**1**	**5.4**	**.0003**	**100**
Craig	**All mfg.**	**4**	**1**	**41.8**	**.0019**	**54**
Creek	**All mfg.**	**21**	**6**	**268.1**	**.0124**	**66**
Custer	**All mfg.**	**9**	**2**	**48.8**	**.0023**	**61**
Delaware	**All mfg.**	**3**		**6.6**	**.0003**	**0**
Ellis	**All mfg.**	**1**		**8.8**	**.0004**	**0**
Garfield	**All mfg.**	**18**	**9**	**387.5**	**.0180**	**82**
Garvin	**All mfg.**	**11**	**2**	**298.1**	**.0138**	**91**
Grady	**All mfg.**	**20**	**3**	**178.0**	**.0083**	**50**
Grant	**All mfg.**	**1**		**2.8**	**.0001**	**0**
Greer	**All mfg.**	**2**		**2.4**	**.0001**	**0**
Haskell	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Hughes	**All mfg.**	**1**	**1**	**7.0**	**.0003**	**100**
Jackson	**All mfg.**	**5**	**2**	**43.3**	**.0020**	**67**
Jefferson	**All mfg.**	**4**		**12.3**	**.0006**	**0**
Johnston	**All mfg.**	**4**	**1**	**34.4**	**.0016**	**13**
Kay	**All mfg.**	**33**	**8**	**4,674.5**	**.2168**	**97**
2911	Petroleum refining	1	1	4,222.5	3.0118	100
Kingfisher	**All mfg.**	**2**		**9.8**	**.0005**	**0**
Kiowa	**All mfg.**	**7**	**1**	**45.9**	**.0021**	**34**
Latimer	**All mfg.**	**2**	**1**	**15.8**	**.0007**	**99**
Le Flore	**All mfg.**	**9**	**4**	**53.2**	**.0025**	**65**
Lincoln	**All mfg.**	**7**	**3**	**166.0**	**.0077**	**88**
Logan	**All mfg.**	**4**	**1**	**22.9**	**.0011**	**51**
Love	**All mfg.**	**2**	**2**	**26.4**	**.0012**	**100**
McClain	**All mfg.**	**2**		**6.2**	**.0003**	**0**
McCurtain	**All mfg.**	**11**	**5**	**291.0**	**.0135**	**85**
McIntosh	**All mfg.**	**4**	**2**	**17.2**	**.0008**	**71**
Major	**All mfg.**	**2**		**14.7**	**.0007**	**0**
Marshall	**All mfg.**	**6**	**2**	**26.5**	**.0012**	**64**
Mayes	**All mfg.**	**19**	**8**	**313.1**	**.0145**	**57**
Murray	**All mfg.**	**4**	**1**	**65.7**	**.0030**	**83**
Muskogee	**All mfg.**	**32**	**11**	**561.2**	**.0260**	**81**
2647	Sanitary paper products	1	1	197.6	2.1221	100
8062	*General medical & surgical hospitals*	*2*	*2*	*77.6*	*.0429*	*100*
Noble	**All mfg.**	**2**	**1**	**114.8**	**.0053**	**76**
Nowata	**All mfg.**	**2**	**1**	**12.5**	**.0006**	**89**
Okfuskee	**All mfg.**	**4**	**2**	**22.8**	**.0011**	**44**
Oklahoma	**All mfg.**	**276**	**77**	**6,130.9**	**.2843**	**85**
1311	*Crude petroleum & natural gas*	*77*	*1*	*1,480.1*	*4.1187*	*7*
1381	*Oil- & gas-well drilling services*	*30*	*2*	*230.2*	*6.3468*	*45*
1611	*Highway & street construction*	*13*	*4*	*165.8*	*.9587*	*77*
2051	Bread, cake, & related products	5	2	94.6	.5939	66
2711	Newspapers	3	1	60.3	.2728	92
3011	Tires & inner tubes	1	1	144.7	1.9886	100
3533	Oil-field machinery	16	4	184.9	2.0195	54
3573	Electronic computing equipment	4	3	170.9	.3310	99
3661	Telephone & telegraph apparatus	1	1	564.8	2.9677	100
3711	Motor vehicles & passenger-car bodies	1	1	2,425.0	2.5277	100
3714	Motor-vehicle parts & accessories	7	3	143.6	.3756	85
4911	*Electric services*	*1*	*1*	*676.4*	*.6184*	*100*
5084	*Industrial machinery distributors*	*28*	*4*	*254.3*	*1.4936*	*46*
6025	*National banks, federal reserve system*	*24*	*4*	*864.9*	*.6267*	*47*
7011	*Hotels, motels, & tourist courts*	*32*	*7*	*72.6*	*.2337*	*51*

1986 S&MM Est.

OKLAHOMA (Oklahoma, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship. Recpt.	% In Large Estab.
8062	*General medical & surgical hospitals*	15	15	610.3	.3377	100
8221	*Colleges & universities n.e.c.*	6	5	118.2	.4428	96
Okmulgee	All mfg.	16	3	207.6	.0096	58
Osage	All mfg.	8	6	203.7	.0094	96
Ottawa	All mfg.	16	5	107.4	.0050	69
Pawnee	All mfg.	1		2.4	.0001	0
Payne	All mfg.	16	4	354.9	.0257	87
3519	Internal-combustion engines n.e.c.	1	1	150.1	1.5133	100
8221	*Colleges & universities n.e.c.*	1	1	48.5	.1817	100
Pittsburg	All mfg.	13	6	194.6	.0090	64
Pontotoc	All mfg.	19	6	191.6	.0089	65
Pottawatomie	All mfg.	23	7	228.4	.0106	71
Pushmataha	All mfg.	2		4.7	.0002	0
Rogers	All mfg.	17	6	249.3	.0116	74
Seminole	All mfg.	16	5	80.8	.0037	58
Sequoyah	All mfg.	5	3	70.6	.0033	76
Stephens	All mfg.	13	2	544.3	.0252	91
3533	Oil-field machinery	2	1	499.7	5.4577	98
Texas	All mfg.	16	1	168.9	.0078	11
Tillman	All mfg.	6	2	26.5	.0012	65
Tulsa	All mfg.	466	114	6,473.8	.3002	80
1311	*Crude petroleum & natural gas*	67	4	1,398.3	3.8911	30
1381	*Oil- & gas-well drilling services*	27	4	208.1	5.7375	48
1382	*Oil- & gas-field exploration services*	26	2	325.9	14.0136	83
3231	Products of purchased glass	1	1	83.0	3.4972	100
3441	Fabricated structural metal	12	4	243.9	1.1715	68
3443	Fabricated plate work (boiler shops)	21	6	273.7	2.0139	75
3531	Construction machinery	9	4	224.0	1.8506	89
3533	Oil-field machinery	26	11	468.9	5.1213	65
3721	Aircraft	2	1	342.7	1.1849	99
3728	Aircraft equipment n.e.c.	6	3	333.7	2.7663	97
5084	*Industrial-machinery distributors*	29	5	334.9	1.9670	70
6025	*National banks, federal reserve system*	13	5	405.5	.3518	83
7011	*Hotels, motels, & tourist courts*	26	11	71.0	.2285	73
8062	*General medical & surgical hospitals*	8	7	457.4	.2531	99
8221	*Colleges & universities n.e.c.*	2	1	51.6	.1933	94
Wagoner	All mfg.	5	3	68.7	.0032	92
Washington	All mfg.	13	5	2,026.4	.0940	98
2992	Lubricating oils & greases	1	1	1,742.3	29.4596	100
Washita	All mfg.	3	1	10.7	.0005	38
Woodward	All mfg.	6	1	76.8	.0036	73
STATE TOTAL	All mfg.	1,267	365	27,165.4	1.2598	83

OREGON

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship. Recpt.	% In Large Estab.
Baker	All mfg.	8	4	75.5	.0035	85
Benton	All mfg.	21	6	659.9	.0306	91
3574	Calculating & accounting machines	1	1	508.0	20.2940	100
Clackamas	All mfg.	95	26	754.7	.0350	65
2421	General sawmills & planing mills	8	5	61.3	.6043	87
2621	Paper mills, except building paper	2	2	77.4	.3851	100
8062	*General medical & surgical hospitals*	3	3	57.2	.0316	100
Clatsop	All mfg.	14	3	362.7	.0168	16
Columbia	All mfg.	18	4	276.0	.0128	60
Coos	All mfg.	33	12	495.0	.0230	81
2411	Logging camps & contractors	8	2	143.2	6.3568	75
2436	Softwood veneer & plywood	7	4	221.1	5.6579	95
Crook	All mfg.	10	5	107.8	.0050	80
Curry	All mfg.	5	2	92.4	.0043	91
Deschutes	All mfg.	28	8	301.7	.0140	70
2431	Millwork	7	2	105.2	1.7189	85
7011	*Hotels, motels, & tourist courts*	6	3	35.6	.1146	90
Douglas	All mfg.	45	16	705.7	.0327	81
2436	Softwood veneer & plywood	8	6	381.7	9.7676	96
8062	*General medical & surgical hospitals*	6	4	86.9	.0481	96
Grant	All mfg.	4	2	44.6	.0021	82
Hood River	All mfg.	13	4	105.6	.0049	59
Jackson	All mfg.	70	24	880.1	.0408	72
2421	General sawmills & planing mills	8	5	100.6	.9916	85
2431	Millwork	6	5	140.7	2.2990	99
2436	Softwood veneer & plywood	13	9	307.1	7.8586	94
8062	*General medical & surgical hospitals*	3	3	67.7	.0375	100
Jefferson	All mfg.	6	2	86.3	.0040	76
Josephine	All mfg.	29	15	305.1	.0141	78
Klamath	All mfg.	24	8	288.1	.0134	78
2499	Wood products n.e.c.	1	1	111.4	2.4788	100
Lake	All mfg.	7	1	30.8	.0014	21
Lane	All mfg.	142	39	1,839.0	.0853	72
2421	General sawmills & planing mills	20	7	226.5	2.2327	76
2436	Softwood veneer & plywood	14	8	365.6	9.3556	89
2631	Paperboard mills	1	1	387.7	4.7815	100
5085	*Industrial-supply distributors*	9	1	2,571.5	12.9681	99
8062	*General medical & surgical hospitals*	7	5	161.2	.0892	95
Lincoln	All mfg.	13	5	215.5	.0100	88
Linn	All mfg.	64	29	1,342.4	.0623	90
2436	Softwood veneer & plywood	8	7	169.9	4.3477	97
3339	Primary nonferrous metals n.e.c.	2	2	603.1	19.4360	100
Malheur	All mfg.	10	2	358.0	.0166	91
2037	Frozen fruits & vegetables	1	1	238.4	3.1773	100
Marion	All mfg.	106	26	1,062.0	.0493	64
2033	Canned fruits & vegetables	8	7	316.3	2.0929	99
Morrow	All mfg.	3	3	42.0	.0019	100
Multnomah	All mfg.	421	115	6,170.6	.2862	77
2339	Women's & misses' outerwear n.e.c.	3	1	81.7	2.6651	93
3325	Steel foundries n.e.c.	4	3	268.4	5.1881	97
3425	Hand saws & saw blades	5	3	93.6	13.6225	93
3537	Industrial trucks & tractors	5	3	99.9	3.6066	94
3711	Motor vehicles & passenger-car bodies	2	2	1,240.8	1.2933	100
3728	Aircraft equipment n.e.c.	3	1	162.7	1.3488	97
3731	Ship building & repairing	6	4	105.6	1.3439	94
4911	*Electric services*	8	6	1,481.8	1.3548	97
6025	*National banks, federal reserve system*	3	2	1,534.6	1.1120	100
7011	*Hotels, motels, & tourist courts*	23	8	97.1	.3125	74
8062	*General medical & surgical hospitals*	17	14	965.9	.5344	99
8221	*Colleges & universities n.e.c.*	5	4	94.6	.3544	97
Polk	All mfg.	13	6	171.8	.0080	81
Tillamook	All mfg.	12	3	100.3	.0047	69
Umatilla	All mfg.	26	12	501.0	.0233	88
2037	Frozen fruits & vegetables	5	4	244.2	3.2546	96
8062	*General medical & surgical hospitals*	5	3	56.3	.0311	89
Union	All mfg.	11	6	250.4	.0116	92
2421	General sawmills & planing mills	4	2	122.0	1.2026	94
Wallowa	All mfg.	6		27.8	.0013	0
Wasco	All mfg.	8	4	249.7	.0116	85
Washington	All mfg.	86	32	1,473.2	.0683	81
3573	Electronic computing equipment	3	3	362.9	.7028	100
3674	Semiconductors & related devices	2	1	302.4	2.7645	99
Yamhill	All mfg.	40	12	489.7	.0227	73
STATE TOTAL	All mfg.	1,391	436	19,865.4	.9213	76

PENNSYLVANIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship. Recpt.	% In Large Estab.
Adams	All mfg.	47	21	656.7	.0305	83
2033	Canned fruits & vegetables	4	4	221.5	1.4656	100
Allegheny	All mfg.	620	199	11,901.5	.5520	83
1211	*Bituminous-coal & lignite mining*	9	8	202.8	1.2481	99
1611	*Highway & street construction*	8	4	266.3	1.5398	94
1622	*Bridge & tunnel construction*	6	4	200.4	2.9668	93
1629	*Heavy construction n.e.c.*	23	10	636.7	2.4125	88
2032	Canned food specialties	1	1	385.1	9.5409	100
2051	Bread, cake, & related products	23	4	141.4	.8878	53
2499	Wood products n.e.c.	4	1	88.8	1.9759	86
2515	Mattresses & bedsprings	3	1	193.1	6.3010	95
2711	Newspapers	10	5	73.6	.3330	84
2752	Lithographic commercial printing	25	4	152.8	1.1822	59
2821	Plastics materials & synthetic resins	3	3	209.5	.9833	100
2844	Toilet preparations	3	2	311.1	2.5256	98
2911	Petroleum refining	5	2	891.2	.6357	84
3079	Miscellaneous plastics products	17	6	129.2	.5423	82
3312	Blast furnaces & steel mills	11	8	1,816.4	6.1380	98
3317	Steel pipe & tubes	2	1	457.4	7.0067	98
3356	Nonferrous rolling & drawing n.e.c.	4	1	313.4	7.2335	93
3441	Fabricated structural metal	18	7	335.7	1.6124	71
3462	Iron & steel forgings	6	6	150.1	2.8229	100
3465	Automotive stampings	1	1	152.9	1.7149	100
3498	Fabricated pipe & fittings	5	3	281.0	7.0767	94
3547	Rolling-mill machinery	3	3	202.2	24.6435	100
3559	Special-industry machinery n.e.c.	5	2	161.1	1.7988	96
3573	Electronic computing equipment	5	4	253.1	.4902	98
3612	Transformers	1	1	178.1	6.3058	100
3621	Motors & generators	7	3	52.1	.6687	69
3644	Non-current-carrying wiring devices	4	3	166.8	5.4435	92
3662	Radio & TV communication equipment	1	1	69.8	.2068	100
3714	Motor-vehicle parts & accessories	5	1	197.8	.5173	91
3743	Railroad equipment	3	1	227.4	4.8893	96
3823	Industrial process-control instruments	6	1	123.3	3.0898	89
4011	*Line-haul-operating railroads*	10	6	192.1	.7765	95
4911	*Electric services*	3	2	387.8	.3536	99

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
4924	*Natural-gas distribution*	*7*	*2*	*1,042.8*	*5.1580*	*91*
5051	*Metals service centers & sales offices*	*12*	*1*	*441.9*	*1.4515*	*59*
5085	*Industrial-supply distributors*	*42*		*202.5*	*1.0212*	*0*
6025	*National banks, federal reserve system*	*5*	*4*	*1,753.9*	*1.2709*	*99*
7011	*Hotels, motels, & tourist courts*	*28*	*17*	*128.9*	*.4149*	*91*
8062	*General medical & surgical hospitals*	*34*	*32*	*1,740.4*	*.9629*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*6*	*72.4*	*.2712*	*96*
Armstrong	**All mfg.**	**29**	**11**	**656.2**	**.0305**	**88**
3316	Cold-rolled steel sheet, strip, & bars	1	1	229.2	3.5315	100
Beaver	**All mfg.**	**69**	**29**	**1,480.9**	**.0687**	**88**
2821	Plastics materials & synthetic resins	2	2	349.3	1.6395	100
3316	Cold-rolled steel sheet, strip, & bars	8	6	146.0	2.2495	94
3317	Steel pipe & tubes	4	3	265.4	4.0656	98
3613	Switchgear & switchboard apparatus	1	1	184.5	3.6939	100
8062	*General medical & surgical hospitals*	*2*	*2*	*100.6*	*.0557*	*100*
Bedford	**All mfg.**	**25**	**8**	**306.4**	**.0142**	**78**
Berks	**All mfg.**	**292**	**136**	**5,232.3**	**.2427**	**81**
2065	Confectionery products	7	4	222.2	2.8272	88
2252	Hosiery n.e.c.	3	3	67.4	4.1729	100
2254	Knit-underwear mills	9	6	98.6	8.6001	92
3079	Miscellaneous plastics products	8	3	62.0	.2602	78
3312	Blast furnaces & steel mills	2	1	280.1	.9465	97
3317	Steel pipe & tubes	2	2	111.3	1.7050	100
3321	Gray-iron foundries	8	3	96.5	1.0120	63
3631	Household cooking equipment	1	1	124.9	4.2905	100
3674	Semiconductors & related devices	1	1	255.2	2.3330	100
3691	Storage batteries	5	5	328.9	11.4944	100
3711	Motor vehicles & passenger-car bodies	2	2	129.3	.1348	100
3713	Truck & bus bodies	5	3	99.2	1.0827	89
4911	*Electric services*	*1*	*1*	*419.1*	*.3832*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*252.3*	*.1396*	*100*
Blair	**All mfg.**	**72**	**36**	**1,322.3**	**.0613**	**84**
2253	Knit-outerwear mills	1	1	133.9	3.5348	100
2339	Women's & misses' outerwear n.e.c.	4	2	38.2	1.2461	90
8062	*General medical & surgical hospitals*	*6*	*6*	*151.2*	*.0837*	*100*
Bradford	**All mfg.**	**27**	**15**	**888.1**	**.0412**	**91**
3356	Nonferrous rolling & drawing n.e.c.	1	1	435.1	10.0425	100
8062	*General medical & surgical hospitals*	*3*	*2*	*65.3*	*.0361*	*92*
Bucks	**All mfg.**	**409**	**123**	**4,687.0**	**.2174**	**73**
1611	*Highway & street construction*	*2*	*1*	*170.6*	*.9864*	*98*
3079	Miscellaneous plastics products	24	9	226.3	.9499	84
3544	Special dies, tools, jigs, & fixtures	17	4	87.6	1.5230	68
3559	Special-industry machinery n.e.c.	7	2	99.1	1.1065	81
3823	Industrial process-control instruments	5	2	193.5	4.8489	95
8062	*General medical & surgical hospitals*	*10*	*8*	*299.1*	*.1655*	*99*
Butler	**All mfg.**	**80**	**32**	**1,348.2**	**.0625**	**79**
3369	Nonferrous foundries n.e.c.	1	1	68.6	3.8613	100
8062	*General medical & surgical hospitals*	*2*	*2*	*117.2*	*.0648*	*100*
Cambria	**All mfg.**	**63**	**22**	**986.5**	**.0458**	**83**
1211	*Bituminous-coal & lignite mining*	*11*	*5*	*378.0*	*2.3263*	*93*
3312	Blast furnaces & steel mills	1	1	234.9	.7938	100
3325	Steel foundries n.e.c.	1	1	132.8	2.5670	100
3743	Railroad equipment	1	1	115.2	2.4769	100
4911	*Electric services*	*2*	*1*	*593.3*	*.5424*	*97*
8062	*General medical & surgical hospitals*	*6*	*6*	*209.5*	*.1159*	*100*
Cameron	**All mfg.**	**6**	**4**	**48.7**	**.0023**	**95**
Carbon	**All mfg.**	**38**	**12**	**349.9**	**.0162**	**70**
2331	Women's & misses' blouses	11	4	90.8	2.5032	73
Centre	**All mfg.**	**37**	**19**	**711.0**	**.0330**	**92**
3356	Nonferrous rolling & drawing n.e.c.	1	1	197.1	4.5492	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*242.3*	*.9078*	*100*
Chester	**All mfg.**	**253**	**77**	**3,999.8**	**.1855**	**75**
2033	Canned fruits & vegetables	12	4	353.2	2.3370	78
2051	Bread, cake, & related products	1	1	97.3	.6109	100
2819	Industrial inorganic chemicals n.e.c.	2	1	58.1	.3410	94
2834	Pharmaceutical preparations	2	2	283.3	1.3275	100
3079	Miscellaneous plastics products	8	4	57.3	.2405	89
3312	Blast furnaces & steel mills	6	3	353.0	1.1929	91
3573	Electronic computing equipment	4	[illegible]	159.0	.3079	95
3621	Motors & generators	4	4	147.2	1.8894	100
3643	Current-carrying wiring devices	2	1	46.3	1.7015	97
3811	Engineering & scientific instruments	5	2	53.5	1.3762	88
6025	*National banks, federal reserve system*	*5*	*1*	*142.5*	*.1033*	*63*
8062	*General medical & surgical hospitals*	*10*	*9*	*376.2*	*.2081*	*100*
Clarion	**All mfg.**	**17**	**7**	**237.6**	**.0110**	**87**
1211	*Bituminous-coal & lignite mining*	*7*	*2*	*69.1*	*.4253*	*78*
3221	Glass containers	2	2	100.5	2.3494	100
Clearfield	**All mfg.**	**45**	**13**	**607.3**	**.0282**	**80**
1211	*Bituminous-coal & lignite mining*	*17*	*3*	*133.8*	*.8234*	*47*
2022	Natural & processed cheese	1	1	249.1	2.9579	100
8062	*General medical & surgical hospitals*	*3*	*3*	*56.9*	*.0315*	*100*
Clinton	**All mfg.**	**13**	**5**	**174.7**	**.0081**	**67**
Columbia	**All mfg.**	**65**	**29**	**679.9**	**.0315**	**83**
2099	Food preparations n.e.c.	1	1	135.6	1.1584	100
8062	*General medical & surgical hospitals*	*3*	*3*	*75.9*	*.0420*	*100*
Crawford	**All mfg.**	**67**	**23**	**1,063.5**	**.0493**	**80**
3423	Hand & edge tools n.e.c.	1	1	88.8	2.6711	100
3964	Needles, pins, & fasteners	1	1	115.1	10.5781	100
Cumberland	**All mfg.**	**85**	**44**	**1,659.1**	**.0769**	**87**
2271	Woven carpets & rugs	1	1	68.1	19.1400	100
2272	Tufted carpets & rugs	1	1	81.9	1.6017	100
2711	Newspapers	4	2	59.3	.2683	89
3643	Current-carrying wiring devices	2	2	56.4	2.0727	100
3679	Electronic components n.e.c.	9	5	113.8	.5818	89
8062	*General medical & surgical hospitals*	*5*	*5*	*161.0*	*.0891*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*54.1*	*.2027*	*100*
Dauphin	**All mfg.**	**95**	**31**	**2,465.9**	**.1144**	**87**
2065	Confectionery products	4	2	1,186.6	15.0980	99
3312	Blast furnaces & steel mills	1	1	234.9	.7938	100
3724	Aircraft engines & engine parts	1	1	220.1	2.4484	100
6025	*National banks, federal reserve system*	*2*	*1*	*238.6*	*.1729*	*96*
7011	*Hotels, motels, & tourist courts*	*10*	*4*	*33.4*	*.1075*	*63*
8062	*General medical & surgical hospitals*	*5*	*5*	*268.4*	*.1485*	*100*
Delaware	**All mfg.**	**197**	**60**	**9,538.2**	**.4423**	**94**
2621	Paper mills, except building paper	1	1	176.6	.8788	100
2731	Book publishing	4	1	68.8	.7009	79
2834	Pharmaceutical preparations	1	1	223.3	1.0464	100
2911	Petroleum refining	3	3	6,047.8	4.3137	100
3511	Turbines & turbine-generator set units	1	1	304.2	10.9009	100
3743	Railroad equipment	2	1	251.9	5.4160	98
3842	Surgical appliances & supplies	2	2	168.6	2.5302	100
3911	Precious-metal jewelry	1	1	202.8	4.9725	100
6025	*National banks, federal reserve system*	*2*	*2*	*453.1*	*.3283*	*100*
8062	*General medical & surgical hospitals*	*8*	*8*	*389.2*	*.2153*	*100*
Elk	**All mfg.**	**31**	**18**	**982.6**	**.0456**	**93**
3624	Carbon & graphite products	5	5	475.8	32.8977	100
Erie	**All mfg.**	**250**	**93**	**3,918.4**	**.1817**	**83**
2519	Household furniture n.e.c.	1	1	145.1	26.7860	100
2621	Paper mills, except building paper	2	1	202.6	1.0081	97
3069	Fabricated rubber products n.e.c.	2	1	50.4	.9366	93
3079	Miscellaneous plastics products	25	9	128.1	.5377	72
3321	Gray-iron foundries	7	5	101.6	1.0655	88
3462	Iron & steel forgings	5	2	170.6	3.2084	88
3494	Valves & pipe fittings	10	4	241.7	2.1317	86
3621	Motors & generators	2	1	74.2	.9524	94
3679	Electronic components n.e.c.	5	4	62.4	.3190	95
3743	Railroad equipment	1	1	598.8	12.8747	100
3842	Surgical appliances & supplies	1	1	62.8	.9425	100
8062	*General medical & surgical hospitals*	*7*	*6*	*209.6*	*.1160*	*98*
Fayette	**All mfg.**	**54**	**19**	**648.2**	**.0301**	**79**
8062	*General medical & surgical hospitals*	*2*	*2*	*62.3*	*.0345*	*100*
Forest	**All mfg.**	**5**	**3**	**26.4**	**.0012**	**72**
Franklin	**All mfg.**	**53**	**30**	**1,234.9**	**.0573**	**91**
2311	Men's & boys' suits & coats	1	1	115.5	3.1280	100
3531	Construction machinery	1	1	390.1	3.2229	100
3541	Metal-cutting machine tools	2	2	114.1	2.6182	100
8062	*General medical & surgical hospitals*	*2*	*2*	*69.7*	*.0386*	*100*
Fulton	**All mfg.**	**3**	**1**	**53.3**	**.0025**	**82**
Greene	**All mfg.**	**6**	**2**	**40.4**	**.0019**	**32**
1211	*Bituminous-coal & lignite mining*	*5*	*5*	*325.7*	*2.0045*	*100*
Huntingdon	**All mfg.**	**19**	**10**	**203.1**	**.0094**	**84**
Indiana	**All mfg.**	**30**	**9**	**299.4**	**.0139**	**75**
Jefferson	**All mfg.**	**32**	**10**	**377.9**	**.0175**	**81**
Juniata	**All mfg.**	**11**	**5**	**109.7**	**.0051**	**87**
Lackawanna	**All mfg.**	**198**	**68**	**1,979.9**	**.0918**	**73**
2335	Women's & misses' dresses	31	3	80.2	2.2926	24
3671	Electron tubes	1	1	71.4	4.1975	100
8062	*General medical & surgical hospitals*	*8*	*8*	*168.4*	*.0932*	*100*
Lancaster	**All mfg.**	**319**	**140**	**5,322.3**	**.2468**	**84**
2017	Poultry & egg processing	1	1	114.7	2.8709	100
2254	Knit-underwear mills	2	2	46.0	4.0122	100
2341	Women's & children's underwear	12	7	80.8	3.0678	84
2431	Millwork	6	4	74.1	1.2108	91
2752	Lithographic commercial printing	8	4	107.1	.8287	87
2834	Pharmaceutical preparations	2	2	201.1	.9423	100
3079	Miscellaneous plastics products	9	3	92.9	.3899	85
3322	Malleable-iron foundries	3	3	117.0	16.9002	100
3353	Aluminum sheet, plate, & foil	1	1	52.1	.9657	100
3441	Fabricated structural metal	5	4	282.8	1.3583	97
3523	Farm machinery & equipment	4	2	206.8	2.0776	98
3622	Industrial controls	1	1	19.2	.3668	100
3671	Electron tubes	2	2	127.5	7.4956	100
3674	Semiconductors & related devices	2	1	109.1	.9974	98
3996	Hard-surface floor coverings n.e.c.	2	1	583.3	45.1436	99
6025	*National banks, federal reserve system*	*10*	*2*	*277.7*	*.2012*	*73*
7011	*Hotels, motels, & tourist courts*	*13*	*5*	*89.4*	*.2878*	*86*
8062	*General medical & surgical hospitals*	*4*	*4*	*143.8*	*.0796*	*100*
Lawrence	**All mfg.**	**58**	**17**	**605.5**	**.0281**	**69**
2449	Wood containers n.e.c.	1	1	21.2	6.1325	100
4911	*Electric services*	*1*	*1*	*460.3*	*.4208*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*73.9*	*.0409*	*100*
Lebanon	**All mfg.**	**92**	**39**	**1,170.2**	**.0543**	**84**
3564	Blowers & exhaust & ventilation fans	3	3	63.9	2.7997	100
8062	*General medical & surgical hospitals*	*4*	*4*	*139.1*	*.0770*	*100*

1986 S&MM Est

PENNSYLVANIA (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt.	% In Large Estab
Lehigh	**All mfg.**	**206**	**79**	**4,954.6**	**.2298**	**91**
2022	Natural & processed cheese	1	1	333.7	3.9624	100
2035	Pickles, sauces, & salad dressings	1	1	260.1	4.6942	100
2311	Men's & boys' suits & coats	1	1	50.2	1.3595	100
2331	Women's & misses' blouses	20	4	97.2	2.6796	42
2339	Women's & misses' outerwear n.e.c.	10	4	32.5	1.0602	59
2751	Letterpress commercial printing	6	2	44.3	.4735	80
3634	Electric housewares & fans	1	1	126.9	3.2992	100
3674	Semiconductors & related devices	2	1	334.3	3.0562	100
3711	Motor vehicles & passenger-car bodies	2	2	1,268.8	1.3225	100
3714	Motor-vehicle parts & accessories	1	1	96.5	.2524	100
4911	*Electric services*	*2*	*2*	*1,093.6*	*.9999*	*100*
8062	*General medical & surgical hospitals*	*7*	*6*	*251.3*	*.1390*	*99*
Luzerne	**All mfg.**	**286**	**101**	**2,681.6**	**.1244**	**73**
2121	Cigars	3	3	75.8	17.6443	100
2335	Women's & misses' dresses	64	14	222.1	6.3490	44
2339	Women's & misses' outerwear n.e.c.	9	3	36.8	1.2004	68
3229	Pressed & blown glass n.e.c.	1	1	72.8	1.7906	100
6025	*National banks, federal reserve system*	*11*	*2*	*206.7*	*.1498*	*63*
8062	*General medical & surgical hospitals*	*9*	*9*	*268.1*	*.1483*	*100*
8221	*Colleges & universities n.e.c.*	*6*	*5*	*79.2*	*.2967*	*98*
Lycoming	**All mfg.**	**89**	**47**	**1,294.3**	**.0600**	**86**
3724	Aircraft engines & engine parts	1	1	88.0	.9789	100
8062	*General medical & surgical hospitals*	*4*	*4*	*139.1*	*.0770*	*100*
McKean	**All mfg.**	**40**	**21**	**956.5**	**.0444**	**93**
3676	Electronic resistors	2	2	105.8	13.5502	100
Mercer	**All mfg.**	**48**	**19**	**1,165.3**	**.0540**	**88**
3312	Blast furnaces & steel mills	2	2	434.9	1.4696	100
3317	Steel pipe & tubes	5	5	258.5	3.9599	100
8062	*General medical & surgical hospitals*	*4*	*4*	*114.0*	*.0631*	*100*
Mifflin	**All mfg.**	**25**	**12**	**467.3**	**.0217**	**86**
3312	Blast furnaces & steel mills	1	1	130.8	.4420	100
Monroe	**All mfg.**	**41**	**15**	**408.1**	**.0189**	**74**
7011	*Hotels, motels, & tourist courts*	*31*	*8*	*70.0*	*.2253*	*66*
Montgomery	**All mfg.**	**641**	**230**	**9,027.0**	**.4186**	**79**
1611	*Highway & street construction*	*10*	*4*	*133.6*	*.7725*	*87*
1623	*Pipe- & utility-line construction*	*3*	*2*	*106.8*	*1.7979*	*98*
2051	Bread, cake, & related products	4	3	88.3	.5544	98
2335	Women's & misses' dresses	4	2	53.9	1.5408	91
2521	Wood office furniture	2	1	415.7	17.7210	99
2752	Lithographic commercial printing	10	2	89.6	.6933	65
2821	Plastics materials & synthetic resins	4	3	142.6	.6693	92
2869	Industrial organic chemicals n.e.c.	3	3	174.0	.5455	100
3079	Miscellaneous plastics products	20	5	114.4	.4802	64
3231	Products of purchased glass	5	3	75.1	3.1644	89
3253	Ceramic wall & floor tile	1	1	48.1	10.4203	100
3317	Steel pipe & tubes	5	3	191.4	2.9320	91
3321	Gray-iron foundries	3	1	69.1	.7247	82
3452	Bolts, nuts, rivets, & washers	4	2	129.5	3.3518	95
3566	Speed changers, drives, & gears	6	3	117.5	6.3641	87
3573	Electronic computing equipment	13	7	362.5	.7020	93
3674	Semiconductors & related devices	6	4	90.9	.8310	92
3679	Electronic components n.e.c.	13	9	134.5	.6876	89
3714	Motor-vehicle parts & accessories	4	2	63.7	.1666	78
3811	Engineering & scientific instruments	8	5	100.8	2.5929	95
3823	Industrial process-control instruments	8	5	494.5	12.3916	98
3841	Surgical & medical instruments	7	5	82.0	1.6204	96
4011	*Line-haul-operating railroads*	*7*	*1*	*225.7*	*.9123*	*92*
5081	*Commercial-equipment wholesalers*	*8*	*1*	*115.1*	*1.8918*	*90*
6025	*National banks, federal reserve system*	*6*	*5*	*1,158.5*	*.8395*	*100*
7011	*Hotels, motels, & tourist courts*	*12*	*7*	*58.0*	*.1867*	*84*
7372	*Computer programming & software*	*21*	*6*	*178.1*	*1.5583*	*78*
8062	*General medical & surgical hospitals*	*16*	*12*	*567.9*	*.3142*	*97*
Montour	**All mfg.**	**8**	**6**	**258.7**	**.0120**	**98**
8062	*General medical & surgical hospitals*	*2*	*2*	*216.5*	*.1198*	*100*
Northampton	**All mfg.**	**210**	**73**	**2,558.1**	**.1186**	**80**
2331	Women's & misses' blouses	42	11	270.6	7.4599	59
2339	Women's & misses' outerwear n.e.c.	18	7	93.6	3.0532	82
3312	Blast furnaces & steel mills	1	1	620.2	2.0958	100
8062	*General medical & surgical hospitals*	*2*	*2*	*72.1*	*.0399*	*100*
Northumberland	**All mfg.**	**71**	**27**	**1,116.8**	**.0518**	**77**
2032	Canned food specialties	1	1	317.7	7.8711	100
Perry	**All mfg.**	**10**	**2**	**50.5**	**.0023**	**50**
Philadelphia	**All mfg.**	**992**	**308**	**15,835.6**	**.7344**	**82**
1622	*Bridge & tunnel construction*	*2*	*1*	*230.1*	*3.4065*	*97*
1623	*Pipe- & utility-line construction*	*3*	*2*	*91.2*	*1.5353*	*98*
1629	*Heavy construction n.e.c.*	*4*	*4*	*1,439.9*	*5.4559*	*100*
2011	Meat-packing plants	5	3	365.7	.8189	96
2013	Sausages & other prepared meats	11	5	276.9	1.9303	90
2051	Bread, cake, & related products	16	8	406.2	2.5503	93
2052	Cookies & crackers	2	1	203.2	4.4131	99
2065	Confectionery products	15	6	301.2	3.8324	82
2082	Malt beverages	2	2	392.8	3.4855	100
2253	Knit-outerwear mills	15	10	196.5	5.1874	92
2311	Men's & boys' suits & coats	33	19	286.4	7.7563	91
2335	Women's & misses' dresses	12	7	84.5	2.4155	81
2651	Folding paperboard boxes	11	4	132.1	3.0215	39
2653	Corrugated & solid fiber boxes	12	7	132.2	1.2580	81
2711	Newspapers	10	3	433.4	1.9607	96
2721	Periodicals	10	6	286.8	2.3457	97
2731	Book publishing	8	3	148.0	1.5078	76
2751	Letterpress commercial printing	28	4	86.3	.9224	54
2752	Lithographic commercial printing	28	6	164.4	1.2720	56
2791	Typesetting	10	3	68.4	6.5998	70
2821	Plastics materials & synthetic resins	3	2	399.7	1.8761	98
2834	Pharmaceutical preparations	10	4	927.9	4.3481	97
2851	Paints & allied products	6	3	150.6	1.3457	87
2911	Petroleum refining	2	1	1,911.4	1.3633	98
3411	Metal cans	3	3	207.3	1.8884	100
3444	Sheet-metal work	13	6	199.1	1.6801	86
3469	Metal stampings n.e.c.	9	2	103.6	.8871	73
3562	Ball & roller bearings	3	3	102.2	2.7506	100
3645	Residential electric lighting fixtures	13	4	109.0	8.3448	81
3714	Motor-vehicle parts & accessories	6	2	404.9	1.0589	96
3721	Aircraft	1	1	899.7	3.1109	100
3731	Ship building & repairing	3	2	310.2	3.9478	99
4011	*Line-haul-operating railroads*	*8*	*6*	*1,657.5*	*6.6998*	*100*
5063	*Electrical-power-equipment wholesalers*	*27*	*3*	*203.3*	*1.6119*	*48*
5085	*Industrial-supply distributors*	*26*	*2*	*202.5*	*1.0212*	*40*
6025	*National banks, federal reserve system*	*4*	*4*	*992.0*	*.7188*	*100*
7011	*Hotels, motels, & tourist courts*	*24*	*15*	*162.5*	*.5230*	*90*
8062	*General medical & surgical hospitals*	*45*	*43*	*2,226.0*	*1.2316*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*5*	*273.9*	*1.0262*	*96*
Pike	**All mfg.**	**3**	**1**	**31.9**	**.0015**	**74**
Potter	**All mfg.**	**13**	**3**	**86.0**	**.0040**	**72**
Schuylkill	**All mfg.**	**127**	**58**	**1,385.2**	**.0642**	**78**
2254	Knit underwear mills	11	7	72.6	6.3323	87
2321	Men's & boys' shirts & nightwear	8	6	65.9	1.8380	93
2335	Women's & misses' dresses	9	3	45.7	1.3064	66
3079	Miscellaneous plastics products	4	3	42.0	.1763	94
8062	*General medical & surgical hospitals*	*3*	*3*	*89.4*	*.0495*	*100*
Snyder	**All mfg.**	**30**	**12**	**307.1**	**.0142**	**70**
Somerset	**All mfg.**	**44**	**16**	**345.7**	**.0160**	**62**
Sullivan	**All mfg.**	**3**	**1**	**26.2**	**.0012**	**78**
Susquehanna	**All mfg.**	**17**	**6**	**128.5**	**.0060**	**72**
Tioga	**All mfg.**	**14**	**7**	**212.5**	**.0099**	**90**
Union	**All mfg.**	**15**	**8**	**290.7**	**.0135**	**85**
Venango	**All mfg.**	**53**	**16**	**1,342.2**	**.0622**	**77**
3532	Mining machinery	3	3	187.2	6.8083	100
3563	Air & gas compressors	1	1	82.5	2.5139	100
Warren	**All mfg.**	**36**	**11**	**1,066.5**	**.0495**	**90**
3462	Iron & steel forgings	1	1	133.8	2.5163	100
8062	*General medical & surgical hospitals*	*3*	*2*	*75.4*	*.0417*	*97*
Washington	**All mfg.**	**108**	**29**	**1,226.6**	**.0569**	**86**
1211	*Bituminous-coal & lignite mining*	*6*	*5*	*157.9*	*.9718*	*98*
3316	Cold-rolled steel sheet, strip, & bars	3	2	163.2	2.5146	94
3612	Transformers	1	1	49.5	1.7526	100
8062	*General medical & surgical hospitals*	*3*	*2*	*132.5*	*.0733*	*97*
Wayne	**All mfg.**	**15**	**4**	**159.0**	**.0074**	**85**
Westmoreland	**All mfg.**	**181**	**69**	**4,224.6**	**.1959**	**88**
1211	*Bituminous-coal & lignite mining*	*7*	*6*	*218.5*	*1.3447*	*95*
3229	Pressed & blown glass n.e.c.	9	4	100.9	2.4817	82
3312	Blast furnaces & steel mills	4	3	266.1	.8992	99
3316	Cold-rolled steel sheet, strip, & bars	2	1	121.0	1.8643	91
3334	Primary aluminum	1	1	228.6	4.1385	100
3563	Air & gas compressors	2	1	482.4	14.6997	100
3644	Non-current-carrying wiring devices	2	1	353.2	11.5267	99
3711	Motor vehicles & passenger-car bodies	1	1	935.1	.9747	100
3822	Environmental controls	2	2	32.3	1.8721	100
6025	*National banks, federal reserve system*	*7*	*2*	*781.5*	*.5663*	*97*
8062	*General medical & surgical hospitals*	*7*	*6*	*251.0*	*.1389*	*99*
Wyoming	**All mfg.**	**13**	**3**	**869.2**	**.0403**	**97**
2621	Paper mills, except building paper	1	1	829.0	4.1251	100
York	**All mfg.**	**282**	**120**	**4,494.1**	**.2084**	**86**
2361	Girls' & children's dresses & blouses	5	5	63.2	5.0792	100
2522	Metal office furniture	2	2	106.8	3.1774	100
2621	Paper mills, except building paper	1	1	203.0	1.0101	100
3496	Miscellaneous fabricated wire products	9	7	180.8	4.0252	97
3531	Construction machinery	4	3	361.6	2.9874	99
3585	Refrigeration & heating equipment	3	2	201.6	1.2958	99
3622	Industrial controls	5	3	94.1	1.7976	85
3711	Motor vehicles & passenger-car bodies	1	1	561.2	.5850	100
3843	Dental equipment & supplies	1	1	45.5	3.0087	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U S Ship Recpt	% In Large Estab
4912	*Nuclear power*	*1*	*1*	*2,671.9*	*9.5005*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*174.7*	*.0967*	*100*
STATE TOTAL	**All mfg.**	**7,433**	**2,724**	**124,945.5**	**5.7945**	**83**

RHODE ISLAND

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U S Ship Recpt	% In Large Estab
Bristol	**All mfg.**	**50**	**19**	**359.8**	**.0167**	**71**
3161	Luggage	2	2	60.9	9.0774	100
Kent	**All mfg.**	**165**	**42**	**1,524.5**	**.0707**	**68**
3643	Current-carrying wiring devices	3	2	76.3	2.8040	97
3961	Costume jewelry	6	3	92.1	6.0149	92
8062	*General medical & surgical hospitals*	*1*	*1*	*57.1*	*.0316*	*100*
Newport	**All mfg.**	**23**	**6**	**304.8**	**.0141**	**82**
3662	Radio & TV communication equipment	1	1	144.6	.4284	100
8062	*General medical & surgical hospitals*	*2*	*2*	*71.7*	*.0397*	*100*
Providence	**All mfg.**	**1,205**	**303**	**10,702.5**	**.4963**	**65**
2221	Synthetics- & silk-weaving mills	10	5	104.8	1.7829	87
2241	Narrow-fabric mills	29	12	126.9	12.1528	77
2261	Cotton-finishing plants	6	5	79.2	5.5897	99
2269	Textile-finishing plants n.e.c.	9	5	122.2	13.6080	91
2652	Set-up paperboard boxes	10	3	51.9	9.4916	78
2711	Newspapers	11	4	106.4	.4814	89
2751	Letterpress commercial printing	20	3	45.0	.4809	38
3079	Miscellaneous plastics products	45	12	249.2	1.0460	66
3357	Nonferrous-wire drawing & insulating	11	8	325.0	4.6203	96
3451	Screw-machine products	19	3	66.7	3.0106	42
3469	Metal stampings n.e.c.	21	2	82.2	.7039	28
3471	Plating & polishing	47	3	91.5	3.7548	17
3496	Miscellaneous fabricated wire products	10	5	104.3	2.3221	85
3541	Metal-cutting machine tools	17	3	87.2	2.0010	40
3599	Machinery, except electrical, n.e.c.	17	5	87.5	.7645	60
3679	Electronic components n.e.c.	9	3	84.8	.4335	81
3842	Surgical appliances & supplies	8	3	182.0	2.7313	90
3911	Precious-metal jewelry	125	24	939.9	23.0458	53
3914	Silverware & plated & stainless ware	10	2	71.6	13.1112	75
3915	Jewelers' materials & lapidary work	48	9	608.9	55.9548	66
3944	Games, toys, & children's vehicles	4	3	336.5	4.7077	96
3951	Pens & mechanical pencils	1	1	98.0	9.5146	100
3961	Costume jewelry	113	35	910.2	59.4436	79
3964	Needles, pins, & fasteners	8	6	102.8	9.4477	94
4911	*Electric services*	*3*	*2*	*308.4*	*.2820*	*99*
6025	*National banks, federal reserve system*	*4*	*4*	*604.3*	*.4379*	*100*
8062	*General medical & surgical hospitals*	*13*	*13*	*791.1*	*.4377*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*4*	*87.9*	*.3293*	*100*
Washington	**All mfg.**	**65**	**18**	**863.8**	**.0401**	**77**
3545	Machine-tool accessories	1	1	34.6	1.0512	100
3731	Ship building & repairing	2	1	234.9	2.9895	100
8062	*General medical & surgical hospitals*	*2*	*2*	*56.9*	*.0315*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*64.2*	*.2405*	*100*
STATE TOTAL	**All mfg.**	**1,509**	**388**	**13,755.4**	**.6379**	**67**

SOUTH CAROLINA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U S Ship Recpt	% In Large Estab
Abbeville	**All mfg.**	**18**	**13**	**297.5**	**.0138**	**96**
Aiken	**All mfg.**	**47**	**28**	**2,423.0**	**.1124**	**96**
2211	Cotton-weaving mills	3	3	51.1	1.0473	100
2221	Synthetics- & silk-weaving mills	2	2	83.5	1.4205	100
2262	Synthetics- & silk-finishing plants	2	2	190.4	8.0165	100
2647	Sanitary paper products	2	2	299.8	3.2197	100
2819	Industrial inorganic chemicals n.e.c.	2	1	1,180.2	6.9275	100
3229	Pressed & blown glass n.e.c.	1	1	167.8	4.1272	100
Allendale	**All mfg.**	**9**	**5**	**143.2**	**.0066**	**83**
Anderson	**All mfg.**	**95**	**56**	**1,855.7**	**.0861**	**92**
2211	Cotton-weaving mills	10	9	163.5	3.3509	99
2221	Synthetics- & silk-weaving mills	12	12	299.8	5.1003	100
2281	Yarn-spinning mills, except wool	2	2	98.8	1.9404	100
2824	Noncellulosic synthetic organic fibers	1	1	202.9	2.8903	100
3069	Fabricated rubber products n.e.c.	2	2	67.9	1.2618	100
3229	Pressed & blown glass n.e.c.	1	1	147.6	3.6304	100
3635	Household vacuum cleaners	2	2	109.8	15.3224	100
8062	*General medical & surgical hospitals*	*2*	*1*	*73.1*	*.0404*	*98*
Bamberg	**All mfg.**	**17**	**5**	**84.1**	**.0039**	**45**
Barnwell	**All mfg.**	**16**	**11**	**288.0**	**.0134**	**89**
Beaufort	**All mfg.**	**18**	**5**	**146.2**	**.0068**	**59**
7011	*Hotels, motels, & tourist courts*	*11*	*7*	*115.4*	*.3714*	*95*
Berkeley	**All mfg.**	**25**	**16**	**552.6**	**.0256**	**91**
2824	Noncellulosic synthetic organic fibers	1	1	134.2	1.9117	100
Calhoun	**All mfg.**	**6**	**2**	**159.1**	**.0074**	**19**
Charleston	**All mfg.**	**109**	**33**	**1,603.3**	**.0744**	**73**
2631	Paperboard mills	1	1	232.7	2.8699	100
2861	Gum & wood chemicals	1	1	134.5	15.3050	100
3731	Ship building & repairing	7	6	59.5	.7572	93
6025	*National banks, federal reserve system*	*2*	*2*	*479.6*	*.3475*	*100*
7011	*Hotels, motels, & tourist courts*	*20*	*4*	*56.9*	*.1831*	*55*
8062	*General medical & surgical hospitals*	*8*	*8*	*411.7*	*.2278*	*100*
Cherokee	**All mfg.**	**32**	**17**	**610.2**	**.0283**	**90**
2038	Frozen food specialties	1	1	211.4	4.9380	100
2211	Cotton-weaving mills	3	3	43.5	.8915	100
2261	Cotton-finishing plants	3	2	42.6	3.0066	95
Chester	**All mfg.**	**31**	**19**	**373.5**	**.0173**	**83**
2211	Cotton-weaving mills	3	3	45.1	.9243	100
2221	Synthetics- & silk-weaving mills	4	4	63.5	1.0803	100
Chesterfield	**All mfg.**	**45**	**29**	**649.5**	**.0301**	**90**
Clarendon	**All mfg.**	**14**	**7**	**84.4**	**.0039**	**86**
Colleton	**All mfg.**	**22**	**11**	**201.7**	**.0094**	**71**
Darlington	**All mfg.**	**29**	**16**	**675.3**	**.0313**	**90**
2649	Converted paper products n.e.c.	1	1	93.9	1.9675	100
4912	*Nuclear power*	*1*	*1*	*382.9*	*1.3615*	*100*
Dillon	**All mfg.**	**18**	**9**	**137.8**	**.0064**	**71**
Dorchester	**All mfg.**	**25**	**7**	**299.7**	**.0139**	**73**
Edgefield	**All mfg.**	**15**	**7**	**185.3**	**.0086**	**81**
Fairfield	**All mfg.**	**10**	**5**	**174.5**	**.0081**	**92**
Florence	**All mfg.**	**69**	**34**	**1,271.2**	**.0590**	**85**
2824	Noncellulosic synthetic organic fibers	2	2	224.2	3.1937	100
8062	*General medical & surgical hospitals*	*3*	*3*	*91.5*	*.0506*	*100*
Georgetown	**All mfg.**	**29**	**9**	**497.7**	**.0231**	**78**
2653	Corrugated & solid fiber boxes	1	1	71.3	.6785	100
Greenville	**All mfg.**	**299**	**122**	**4,625.9**	**.2145**	**84**
1629	*Heavy construction n.e.c.*	*5*	*2*	*727.2*	*2.7554*	*94*
2211	Cotton-weaving mills	7	6	91.7	1.8794	97
2221	Synthetics- & silk-weaving mills	10	7	286.5	4.8740	95
2261	Cotton-finishing plants	3	3	25.7	1.8138	100
2272	Tufted carpets & rugs	3	3	173.1	3.3852	100
2369	Girls' & children's outerwear n.e.c.	1	1	38.3	3.3014	100
2643	Bags, except textile bags	4	1	144.8	2.7919	90
2824	Noncellulosic synthetic organic fibers	2	2	416.0	5.9258	100
3011	Tires & inner tubes	1	1	250.5	3.4427	100
3079	Miscellaneous plastics products	11	2	64.6	.2712	69
3552	Textile machinery	26	9	188.9	10.9590	78
3675	Electronic capacitors	1	1	92.6	5.9022	100
8062	*General medical & surgical hospitals*	*5*	*4*	*120.4*	*.0666*	*96*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*76.3*	*.2859*	*100*
Greenwood	**All mfg.**	**44**	**28**	**550.8**	**.0255**	**88**
2211	Cotton-weaving mills	6	6	57.9	1.1866	100
2221	Synthetics- & silk-weaving mills	5	5	89.5	1.5226	100
Hampton	**All mfg.**	**15**	**4**	**181.7**	**.0084**	**57**
3079	Miscellaneous plastics products	2	1	71.2	.2989	98
Horry	**All mfg.**	**38**	**12**	**340.5**	**.0158**	**77**
3675	Electronic capacitors	1	1	106.8	6.8073	100
7011	*Hotels, motels, & tourist courts*	*89*	*9*	*141.9*	*.4567*	*37*
8062	*General medical & surgical hospitals*	*4*	*4*	*71.4*	*.0395*	*100*
Jasper	**All mfg.**	**3**	**1**	**14.7**	**.0007**	**80**
Kershaw	**All mfg.**	**37**	**18**	**974.1**	**.0452**	**76**
2211	Cotton-weaving mills	3	3	25.0	.5124	100
2824	Noncellulosic synthetic organic fibers	1	1	264.8	3.7720	100
Lancaster	**All mfg.**	**23**	**10**	**451.0**	**.0209**	**85**
2211	Cotton-weaving mills	3	3	122.4	2.5086	100
Laurens	**All mfg.**	**34**	**21**	**752.6**	**.0349**	**92**
2211	Cotton-weaving mills	3	3	64.1	1.3137	100
2221	Synthetics- & silk-weaving mills	4	4	365.0	6.2095	100
3562	Ball & roller bearings	1	1	60.7	1.6337	100
Lee	**All mfg.**	**9**	**4**	**94.4**	**.0044**	**82**
Lexington	**All mfg.**	**83**	**34**	**1,342.8**	**.0623**	**75**
McCormick	**All mfg.**	**3**	**1**	**21.1**	**.0010**	**68**
Marion	**All mfg.**	**23**	**15**	**399.6**	**.0185**	**91**
Marlboro	**All mfg.**	**16**	**11**	**310.7**	**.0144**	**93**
Newberry	**All mfg.**	**25**	**16**	**402.0**	**.0186**	**92**
2016	Poultry-dressing plants	1	1	65.6	.9687	100
2211	Cotton-weaving mills	3	3	45.0	.9223	100
Oconee	**All mfg.**	**32**	**20**	**331.4**	**.0154**	**83**
2211	Cotton-weaving mills	4	4	65.6	1.3445	100
4912	*Nuclear power*	*3*	*3*	*562.2*	*1.9990*	*100*
Orangeburg	**All mfg.**	**49**	**21**	**719.4**	**.0334**	**82**
3524	Lawn & garden equipment	1	1	68.8	3.9663	100
Pickens	**All mfg.**	**56**	**33**	**1,252.9**	**.0581**	**95**
2211	Cotton-weaving mills	8	8	123.9	2.5393	100
2261	Cotton-finishing plants	1	1	66.9	4.7216	100
2282	Throwing & winding mills, except wool	3	3	225.5	9.5192	100
3546	Power-driven hand tools	1	1	77.1	5.9633	100
Richland	**All mfg.**	**105**	**47**	**2,216.3**	**.1028**	**87**
2824	Noncellulosic synthetic organic fibers	2	2	274.5	3.9102	100
2891	Adhesives & sealants	1	1	563.3	11.6676	100
3679	Electronic components n.e.c.	2	1	96.2	.4918	98
4931	*Electric & other services combined*	*1*	*1*	*533.6*	*1.8042*	*100*
7011	*Hotels, motels, & tourist courts*	*20*	*4*	*52.7*	*.1696*	*58*
8062	*General medical & surgical hospitals*	*9*	*8*	*501.2*	*.2773*	*99*
8221	*Colleges & universities n.e.c.*	*5*	*4*	*135.4*	*.5073*	*97*
Saluda	**All mfg.**	**12**	**5**	**150.2**	**.0070**	**80**
Spartanburg	**All mfg.**	**197**	**89**	**3,067.8**	**.1423**	**82**
2211	Cotton-weaving mills	14	12	288.6	5.9148	98
2221	Synthetics- & silk-weaving mills	8	6	135.0	2.2967	92

SOUTH CAROLINA (Spartanburg, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
2321	Men's & boys' shirts & nightwear	3	3	37.8	1.0543	100
2824	Noncellulosic synthetic organic fibers	3	2	438.8	6.2506	99
3011	Tires & inner tubes	2	1	196.7	2.7033	95
3079	Miscellaneous plastics products	8	4	114.8	.4819	92
3552	Textile machinery	17	2	72.1	4.1829	52
8062	*General medical & surgical hospitals*	*3*	*2*	*106.7*	*.0590*	*96*
8221	*Colleges & universities n.e.c.*	*4*	*4*	*53.7*	*.2012*	*100*
Sumter	**All mfg.**	**63**	**20**	**777.7**	**.0361**	**72**
2038	Frozen food specialties	1	1	123.4	2.8824	100
2511	Wood household furniture	2	2	68.6	.9472	100
8062	*General medical & surgical hospitals*	*2*	*2*	*59.8*	*.0331*	*100*
Union	**All mfg.**	**23**	**15**	**349.1**	**.0162**	**90**
2261	Cotton-finishing plants	3	3	51.7	3.6488	100
Williamsburg	**All mfg.**	**20**	**7**	**348.0**	**.0161**	**84**
3842	Surgical-appliances & supplies	1	1	174.0	2.6113	100
York	**All mfg.**	**82**	**30**	**1,756.7**	**.0815**	**88**
2253	Knit outerwear mills	3	3	94.9	2.5053	100
2261	Cotton-finishing plants	4	1	23.8	1.6797	84
2262	Synthetics- & silk-finishing plants	1	1	92.3	3.8862	100
2621	Paper mills, except building paper	1	1	239.2	1.1903	100
2823	Cellulosic man-made fibers	2	2	344.4	16.0732	100
STATE TOTAL	**All mfg.**	**1,990**	**928**	**34,144.9**	**1.5835**	**85**

SOUTH DAKOTA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
Beadle	**All mfg.**	**15**	**2**	**108.7**	**.0050**	**40**
Bennett	**All mfg.**	**1**		**5.5**	**.0003**	**0**
Bon Homme	**All mfg.**	**5**	**1**	**23.0**	**.0011**	**69**
Brookings	**All mfg.**	**18**	**4**	**269.8**	**.0125**	**67**
Brown	**All mfg.**	**22**	**6**	**176.8**	**.0082**	**56**
Brule	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Butte	**All mfg.**	**6**		**31.0**	**.0014**	**0**
Campbell	**All mfg.**	**1**		**7.0**	**.0003**	**0**
Charles Mix	**All mfg.**	**1**		**19.2**	**.0009**	**0**
Clark	**All mfg.**	**2**	**2**	**39.7**	**.0018**	**100**
Clay	**All mfg.**	**3**		**4.4**	**.0002**	**0**
Codington	**All mfg.**	**26**	**4**	**131.7**	**.0061**	**41**
Corson	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Custer	**All mfg.**	**2**		**4.2**	**.0002**	**0**
Davison	**All mfg.**	**20**	**4**	**168.7**	**.0078**	**50**
Day	**All mfg.**	**3**	**1**	**18.5**	**.0009**	**61**
Deuel	**All mfg.**	**3**		**4.4**	**.0002**	**0**
Douglas	**All mfg.**	**3**		**8.1**	**.0004**	**0**
Edmunds	**All mfg.**	**1**		**3.3**	**.0002**	**0**
Fall River	**All mfg.**	**3**		**7.8**	**.0004**	**0**
Grant	**All mfg.**	**7**	**1**	**59.1**	**.0027**	**46**
Gregory	**All mfg.**	**3**		**5.0**	**.0002**	**0**
Haakon	**All mfg.**	**1**		**8.3**	**.0004**	**0**
Hand	**All mfg.**	**3**		**15.8**	**.0007**	**0**
Hughes	**All mfg.**	**3**		**7.1**	**.0003**	**0**
Hutchinson	**All mfg.**	**7**		**32.0**	**.0015**	**0**
Kingsbury	**All mfg.**	**8**		**21.6**	**.0010**	**0**
Lake	**All mfg.**	**11**	**3**	**62.7**	**.0029**	**66**
Lawrence	**All mfg.**	**11**	**1**	**55.9**	**.0026**	**31**
Lincoln	**All mfg.**	**21**	**5**	**826.2**	**.0383**	**91**
2013	Sausages & other prepared meats	1	1	667.0	4.7701	100
Lyman	**All mfg.**	**1**		**2.9**	**.0001**	**0**
McCook	**All mfg.**	**5**	**1**	**21.6**	**.0010**	**41**
McPherson	**All mfg.**	**1**		**13.7**	**.0006**	**0**
Marshall	**All mfg.**	**7**		**23.2**	**.0011**	**0**
Meade	**All mfg.**	**5**		**30.9**	**.0014**	**0**
Miner	**All mfg.**	**2**		**11.1**	**.0005**	**0**
Minnehaha	**All mfg.**	**74**	**15**	**626.9**	**.0291**	**51**
7011	*Hotels, motels, & tourist courts*	*4*	*2*	*41.6*	*.1339*	*92*
Moody	**All mfg.**	**3**	**1**	**16.2**	**.0008**	**58**
Pennington	**All mfg.**	**35**	**8**	**348.0**	**.0161**	**54**
Perkins	**All mfg.**	**1**		**6.3**	**.0003**	**0**
Potter	**All mfg.**	**4**		**16.7**	**.0008**	**0**
Roberts	**All mfg.**	**2**		**4.2**	**.0002**	**0**
Shannon	**All mfg.**	**1**	**1**	**5.6**	**.0003**	**100**
Spink	**All mfg.**	**3**		**25.2**	**.0012**	**0**
Stanley	**All mfg.**	**1**		**17.5**	**.0008**	**0**
Turner	**All mfg.**	**3**		**35.1**	**.0016**	**0**
Union	**All mfg.**	**10**	**2**	**158.2**	**.0073**	**83**
Walworth	**All mfg.**	**1**		**1.2**	**.0001**	**0**
Yankton	**All mfg.**	**15**	**8**	**176.0**	**.0082**	**85**
STATE TOTAL	**All mfg.**	**386**	**70**	**3,672.1**	**.1703**	**59**

TENNESSEE

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
Anderson	**All mfg.**	**34**	**11**	**2,187.9**	**.1015**	**94**
1629	*Heavy construction n.e.c.*	*2*	*2*	*198.2*	*.7510*	*100*
2819	Industrial inorganic chemicals n.e.c.	3	2	1,872.1	10.9888	99
Bedford	**All mfg.**	**24**	**11**	**254.6**	**.0118**	**62**
Benton	**All mfg.**	**8**	**3**	**48.8**	**.0023**	**73**
Bledsoe	**All mfg.**	**5**	**3**	**23.1**	**.0011**	**84**
Blount	**All mfg.**	**29**	**10**	**1,053.2**	**.0488**	**92**
3334	Primary aluminum	1	1	666.8	12.0714	100
3353	Aluminum sheet, plate, & foil	1	1	124.9	2.3151	100
Bradley	**All mfg.**	**53**	**28**	**840.9**	**.0390**	**89**
2311	Men's & boys' suits & coats	3	3	50.4	1.3649	100
2328	Men's & boys' work clothing	1	1	16.0	.4496	100
3631	Household cooking equipment	3	3	132.1	4.5378	100
Campbell	**All mfg.**	**14**	**7**	**184.7**	**.0086**	**88**
Cannon	**All mfg.**	**5**	**2**	**24.1**	**.0011**	**79**
Carroll	**All mfg.**	**17**	**8**	**203.1**	**.0094**	**76**
Carter	**All mfg.**	**17**	**11**	**355.5**	**.0165**	**95**
2823	Cellulosic man made fibers	1	1	139.1	6.4918	100
Cheatham	**All mfg.**	**6**	**3**	**243.5**	**.0113**	**92**
3639	Household appliances n.e.c.	1	1	179.1	8.8738	100
Chester	**All mfg.**	**5**	**1**	**22.9**	**.0011**	**42**
Claiborne	**All mfg.**	**9**	**7**	**88.5**	**.0041**	**93**
Clay	**All mfg.**	**4**	**1**	**11.4**	**.0005**	**16**
Cocke	**All mfg.**	**13**	**9**	**306.9**	**.0142**	**87**
Coffee	**All mfg.**	**34**	**13**	**374.3**	**.0174**	**80**
Crockett	**All mfg.**	**8**	**4**	**63.1**	**.0029**	**61**
Cumberland	**All mfg.**	**16**	**6**	**135.7**	**.0063**	**51**
Davidson	**All mfg.**	**318**	**103**	**4,399.4**	**.2040**	**77**
2011	Meat-packing plants	5	4	379.8	.8505	96
2711	Newspapers	5	3	250.3	1.1324	98
2751	Letterpress commercial printing	12	4	80.5	.8604	76
2824	Noncellulosic synthetic organic fibers	1	1	409.3	5.8304	100
3728	Aircraft equipment n.e.c.	1	1	269.5	2.2341	100
5084	*Industrial-machinery distributors*	*17*	*3*	*147.0*	*.8634*	*52*
6025	*National banks, federal reserve system*	*3*	*2*	*508.9*	*.3688*	*99*
7011	*Hotels, motels, & tourist courts*	*46*	*5*	*140.3*	*.4516*	*56*
8062	*General medical & surgical hospitals*	*13*	*13*	*576.3*	*.3188*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*54.4*	*.2038*	*87*
Decatur	**All mfg.**	**8**	**3**	**52.3**	**.0024**	**78**
De Kalb	**All mfg.**	**12**	**6**	**86.0**	**.0040**	**85**
Dickson	**All mfg.**	**10**	**4**	**93.3**	**.0043**	**75**
Dyer	**All mfg.**	**17**	**9**	**457.5**	**.0212**	**87**
2257	Circular-knit fabric mills	1	1	129.7	7.9742	100
3069	Fabricated rubber products n.e.c.	1	1	59.1	1.0983	100
Fayette	**All mfg.**	**11**	**6**	**101.7**	**.0047**	**86**
Fentress	**All mfg.**	**12**	**6**	**101.6**	**.0047**	**72**
Franklin	**All mfg.**	**20**	**5**	**115.0**	**.0053**	**71**
Gibson	**All mfg.**	**40**	**23**	**581.8**	**.0270**	**81**
3483	Ammunition, except small-arms, n.e.c.	2	1	79.6	5.4050	97
Giles	**All mfg.**	**20**	**9**	**233.5**	**.0108**	**82**
3714	Motor-vehicle parts & accessories	1	1	63.9	.1671	100
Grainger	**All mfg.**	**9**	**3**	**53.3**	**.0025**	**67**
Greene	**All mfg.**	**29**	**18**	**1,044.0**	**.0484**	**95**
3651	Radio & TV receiving sets	1	1	263.6	3.5979	100
8062	*General medical & surgical hospitals*	*4*	*3*	*91.2*	*.0505*	*96*
Grundy	**All mfg.**	**7**	**3**	**37.8**	**.0018**	**60**
Hamblen	**All mfg.**	**52**	**24**	**960.4**	**.0445**	**91**
2511	Wood household furniture	4	3	134.8	1.8612	99
2512	Upholstered wood household furniture	5	2	67.5	1.3414	90
2823	Cellulosic man-made fibers	1	1	322.9	15.0698	100
Hamilton	**All mfg.**	**210**	**96**	**3,566.8**	**.1654**	**82**
2052	Cookies & crackers	2	1	151.1	3.2816	94
2281	Yarn-spinning mills, except wool	3	3	112.8	2.2153	100
2824	Noncellulosic synthetic organic fibers	1	1	180.6	2.5726	100
321	Gray-iron foundries	3	2	140.6	1.4745	94
3443	Fabricated plate work (boiler shops)	7	6	421.4	3.1007	98
3494	Valves & pipe fittings	3	2	111.8	.9860	98
4911	*Electric services*	*4*	*2*	*635.8*	*.5813*	*98*
7011	*Hotels, motels, & tourist courts*	*21*	*3*	*37.2*	*.1197*	*31*
8062	*General medical & surgical hospitals*	*8*	*8*	*303.5*	*.1679*	*100*
Hancock	**All mfg.**	**1**		**2.7**	**.0001**	**0**
Hardeman	**All mfg.**	**12**	**6**	**138.3**	**.0064**	**90**
Hardin	**All mfg.**	**17**	**8**	**226.8**	**.0105**	**85**
Hawkins	**All mfg.**	**6**	**5**	**249.6**	**.0116**	**99**
Haywood	**All mfg.**	**16**	**6**	**161.2**	**.0075**	**77**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Henderson	**All mfg.**	**16**	**9**	**275.7**	**.0128**	**85**
Henry	**All mfg.**	**21**	**12**	**292.7**	**.0136**	**87**
3592	Carburetors, pistons, rings, & valves	1	1	65.9	3.8238	100
Hickman	**All mfg.**	**7**	**2**	**48.7**	**.0023**	**63**
Houston	**All mfg.**	**4**	**3**	**31.4**	**.0015**	**94**
Humphreys	**All mfg.**	**8**	**6**	**172.9**	**.0080**	**83**
Jackson	**All mfg.**	**10**	**4**	**64.4**	**.0030**	**63**
Jefferson	**All mfg.**	**15**	**9**	**354.6**	**.0164**	**94**
2517	Wood TV & radio cabinets	2	2	133.1	21.5896	100
Johnson	**All mfg.**	**6**	**5**	**181.6**	**.0084**	**99**
Knox	**All mfg.**	**198**	**71**	**2,766.5**	**.1283**	**81**
2254	Knit-underwear mills	2	1	57.2	4.9891	99
2311	Men's & boys' suits & coats	6	4	110.1	2.9817	96
2328	Men's & boys' work clothing	1	1	143.7	4.0383	100
3079	Miscellaneous plastics products	7	4	51.8	.2174	86
3732	Boat building & repairing	3	2	152.5	6.9868	99
4911	*Electric services*	*2*	*2*	*1,291.8*	*1.1811*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*269.4*	*.1490*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*113.9*	*.4267*	*100*
Lake	**All mfg.**	**9**	**4**	**101.4**	**.0047**	**54**
Lauderdale	**All mfg.**	**18**	**12**	**235.9**	**.0109**	**84**
3079	Miscellaneous plastics products	2	2	60.7	.2548	100
Lawrence	**All mfg.**	**26**	**8**	**556.3**	**.0258**	**85**
3524	Lawn & garden equipment	1	1	128.2	7.3908	100
3751	Motorcycles, bicycles, & parts	1	1	232.2	14.1862	100
Lewis	**All mfg.**	**6**	**2**	**56.7**	**.0026**	**88**
Lincoln	**All mfg.**	**14**	**9**	**344.8**	**.0160**	**90**
2335	Women's & misses' dresses	4	4	90.6	2.5899	100
3585	Refrigeration & heating equipment	1	1	128.1	.8234	100
Loudon	**All mfg.**	**20**	**10**	**200.1**	**.0093**	**78**
McMinn	**All mfg.**	**35**	**22**	**771.9**	**.0358**	**95**
2621	Paper mills, except building paper	1	1	346.9	1.7262	100
McNairy	**All mfg.**	**16**	**7**	**161.5**	**.0075**	**87**
Macon	**All mfg.**	**7**	**4**	**47.8**	**.0022**	**82**
Madison	**All mfg.**	**58**	**25**	**1,058.6**	**.0491**	**86**
8062	*General medical & surgical hospitals*	*3*	*3*	*103.1*	*.0570*	*100*
Marion	**All mfg.**	**12**	**7**	**128.0**	**.0059**	**88**
Marshall	**All mfg.**	**24**	**12**	**448.5**	**.0208**	**89**
3585	Refrigeration & heating equipment	2	1	163.1	1.0483	95
3952	Lead pencils & art goods	3	3	135.5	21.7706	100
Maury	**All mfg.**	**41**	**16**	**547.5**	**.0254**	**75**
Meigs	**All mfg.**	**5**	**2**	**29.7**	**.0014**	**68**
Monroe	**All mfg.**	**20**	**8**	**194.5**	**.0090**	**80**
Montgomery	**All mfg.**	**28**	**11**	**391.2**	**.0181**	**82**
3585	Refrigeration & heating equipment	1	1	137.5	.8838	100
Moore	**All mfg.**	**2**	**1**	**132.1**	**.0061**	**98**
Morgan	**All mfg.**	**4**	**3**	**27.7**	**.0013**	**87**
Obion	**All mfg.**	**24**	**10**	**610.0**	**.0283**	**89**
Overton	**All mfg.**	**7**	**3**	**34.5**	**.0016**	**44**
Perry	**All mfg.**	**6**	**2**	**50.8**	**.0024**	**83**
Pickett	**All mfg.**	**4**	**2**	**34.2**	**.0016**	**89**
Polk	**All mfg.**	**6**	**3**	**193.5**	**.0090**	**96**
Putnam	**All mfg.**	**49**	**18**	**401.3**	**.0186**	**72**
Rhea	**All mfg.**	**15**	**10**	**242.2**	**.0112**	**97**
Roane	**All mfg.**	**16**	**7**	**165.6**	**.0077**	**75**
2251	Women's full- & knee-length hosiery	2	2	55.3	3.6365	100
Robertson	**All mfg.**	**22**	**8**	**354.1**	**.0164**	**59**
Rutherford	**All mfg.**	**64**	**30**	**1,807.1**	**.0838**	**93**
3011	Tires & inner tubes	1	1	136.4	1.8746	100
3711	Motor vehicles & passenger-car bodies	1	1	725.2	.7559	100
8062	*General medical & surgical hospitals*	*3*	*3*	*87.8*	*.0486*	*100*
Scott	**All mfg.**	**5**	**2**	**41.4**	**.0019**	**82**
Sequatchie	**All mfg.**	**6**	**2**	**18.2**	**.0008**	**44**
Sevier	**All mfg.**	**20**	**5**	**138.6**	**.0064**	**51**
7011	*Hotels, motels, & tourist courts*	*23*	*4*	*44.5*	*.1432*	*50*
Shelby	**All mfg.**	**447**	**140**	**7,884.2**	**.3656**	**81**
2051	Bread, cake, & related products	7	4	160.4	1.0071	94
2511	Wood household furniture	5	3	92.2	1.2730	94
2643	Bags, except textile bags	4	4	330.5	6.3723	100
2647	Sanitary paper products	1	1	266.0	2.8567	100
2711	Newspapers	6	1	23.0	.1041	60
2834	Pharmaceutical preparations	3	2	347.2	1.6269	99
3523	Farm machinery & equipment	5	2	376.4	3.7815	98
3714	Motor-vehicle parts & accessories	8	4	219.5	.5741	93
6025	*National banks, federal reserve system*	*5*	*4*	*485.0*	*.3514*	*99*
7011	*Hotels, motels, & tourist courts*	*29*	*9*	*92.2*	*.2968*	*61*
8062	*General medical & surgical hospitals*	*11*	*10*	*676.3*	*.3742*	*99*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*82.8*	*.3102*	*98*
Smith	**All mfg.**	**8**	**4**	**95.8**	**.0044**	**88**
Stewart						
4911	*Electric services*	*2*	*2*	*287.3*	*.2627*	*100*
Sullivan	**All mfg.**	**66**	**30**	**2,587.7**	**.1200**	**98**
2732	Book printing	2	2	367.0	8.7138	100
2821	Plastics materials & synthetic resins	1	1	259.9	1.2199	100
2823	Cellulosic man-made fibers	1	1	747.7	34.8952	100
2869	Industrial organic chemicals n.e.c.	1	1	431.7	1.3535	100
3483	Ammunition, except small-arms, n.e.c.	2	1	63.2	4.2914	98
3573	Electronic computing equipment	1	1	83.9	.1625	100
8062	*General medical & surgical hospitals*	*4*	*3*	*168.3*	*.0931*	*99*
Sumner	**All mfg.**	**45**	**20**	**779.9**	**.0362**	**77**
Tipton	**All mfg.**	**16**	**7**	**140.9**	**.0065**	**76**
Trousdale	**All mfg.**	**6**	**6**	**93.1**	**.0043**	**100**
Unicoi	**All mfg.**	**8**	**5**	**148.1**	**.0069**	**93**
Union	**All mfg.**	**6**	**3**	**76.4**	**.0035**	**85**
Van Buren	**All mfg.**	**6**	**3**	**31.0**	**.0014**	**46**
Warren	**All mfg.**	**24**	**11**	**545.9**	**.0253**	**90**
3585	Refrigeration & heating equipment	1	1	238.3	1.5317	100
Washington	**All mfg.**	**55**	**29**	**852.1**	**.0395**	**83**
3622	Industrial controls	1	1	69.1	1.3200	100
8062	*General medical & surgical hospitals*	*4*	*3*	*112.8*	*.0624*	*97*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*67.8*	*.2540*	*100*
Wayne	**All mfg.**	**10**	**8**	**85.3**	**.0040**	**98**
Weakley	**All mfg.**	**20**	**8**	**272.4**	**.0126**	**82**
White	**All mfg.**	**15**	**6**	**161.7**	**.0075**	**83**
Williamson	**All mfg.**	**31**	**11**	**441.4**	**.0205**	**73**
Wilson	**All mfg.**	**34**	**14**	**521.0**	**.0242**	**87**
STATE TOTAL	**All mfg.**	**2,799**	**1,172**	**47,516.3**	**2.2036**	**84**

TEXAS

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Anderson	**All mfg.**	**17**	**6**	**713.5**	**.0331**	**77**
3662	Radio & TV communication equipment	1	1	316.2	.9368	100
Andrews	**All mfg.**	**3**	**1**	**21.7**	**.0010**	**72**
Angelina	**All mfg.**	**31**	**17**	**738.3**	**.0342**	**92**
2621	Paper mills, except building paper	1	1	146.6	.7295	100
3566	Speed changers, drives, & gears	1	1	75.8	4.1055	100
Aransas	**All mfg.**	**2**	**1**	**12.3**	**.0006**	**69**
Atascosa	**All mfg.**	**3**		**22.1**	**.0010**	**0**
Austin	**All mfg.**	**10**	**1**	**101.9**	**.0047**	**20**
Bailey	**All mfg.**	**1**		**3.9**	**.0002**	**0**
Bastrop	**All mfg.**	**8**	**2**	**54.3**	**.0025**	**46**
Baylor	**All mfg.**	**2**	**1**	**9.7**	**.0004**	**72**
Bee	**All mfg.**	**3**		**8.3**	**.0004**	**0**
Bell	**All mfg.**	**54**	**19**	**502.6**	**.0233**	**70**
2531	Public-building & related furniture	4	3	70.0	4.3362	97
3079	Miscellaneous plastics products	3	2	106.6	.4474	98
8062	*General medical & surgical hospitals*	*5*	*5*	*335.2*	*.1855*	*100*
Bexar	**All mfg.**	**297**	**107**	**4,871.6**	**.2259**	**76**
1611	*Highway & street construction*	*8*	*3*	*100.8*	*.5828*	*82*
1622	*Bridge & tunnel construction*	*1*	*1*	*125.9*	*1.8639*	*100*
1623	*Pipe- & utility-line construction*	*6*	*2*	*59.9*	*1.0084*	*89*
1629	*Heavy construction n.e.c.*	*5*	*1*	*113.4*	*.4297*	*78*
2011	Meat-packing plants	9	6	676.8	1.5155	94
2051	Bread, cake, & related products	8	7	342.9	2.1529	99
2082	Malt beverages	2	2	326.2	2.8945	100
2086	Bottled & canned soft drinks	7	3	209.4	1.1029	80
2339	Women's & misses' outerwear n.e.c.	3	1	142.1	4.6353	97
2391	Curtains & draperies	1	1	41.3	4.3133	100
3573	Electronic computing equipment	3	2	175.0	.3389	97
3585	Refrigeration & heating equipment	6	4	78.0	.5014	93
3721	Aircraft	3	2	93.0	.3216	91
6025	*National banks, federal reserve system*	*20*	*9*	*761.3*	*.5517*	*85*
7011	*Hotels, motels, & tourist courts*	*47*	*10*	*157.3*	*.5063*	*64*
8062	*General medical & surgical hospitals*	*19*	*16*	*1,136.5*	*.6288*	*98*
8221	*Colleges & universities n.e.c.*	*6*	*5*	*129.3*	*.4844*	*97*
Blanco	**All mfg.**	**1**		**8.3**	**.0004**	**0**
Bosque	**All mfg.**	**8**	**5**	**53.3**	**.0025**	**65**
Bowie	**All mfg.**	**45**	**12**	**575.3**	**.0267**	**67**
2611	Pulp mills	1	1	110.8	2.3631	100
3483	Ammunition, except small-arms, n.e.c.	2	1	68.7	4.6649	98
Brazoria	**All mfg.**	**61**	**20**	**7,647.3**	**.3547**	**95**
2812	Alkalies & chlorine	2	2	126.4	7.6370	100
2869	Industrial organic chemicals n.e.c.	6	5	2,085.9	6.5399	99
2879	Agricultural chemicals n.e.c.	1	1	2,307.2	37.2532	100
2911	Petroleum refining	2	1	2,202.4	1.5709	95
3693	X-ray apparatus & tubes	1	1	175.4	3.3097	100
Brazos	**All mfg.**	**26**	**6**	**206.8**	**.0096**	**46**
Brewster	**All mfg.**	**1**		**4.6**	**.0002**	**0**
Brooks	**All mfg.**	**2**		**32.4**	**.0015**	**0**
Brown	**All mfg.**	**14**	**6**	**181.5**	**.0084**	**82**
Burleson	**All mfg.**	**3**	**2**	**15.3**	**.0007**	**84**
Burnet	**All mfg.**	**11**	**1**	**43.7**	**.0020**	**19**
Caldwell	**All mfg.**	**7**	**2**	**43.5**	**.0020**	**63**
Calhoun	**All mfg.**	**16**	**6**	**1,063.3**	**.0493**	**94**
2869	Industrial organic chemicals n.e.c.	2	2	575.5	1.8044	100
3334	Primary aluminum	2	1	258.9	4.6870	96
Callahan	**All mfg.**	**1**		**5.1**	**.0002**	**0**
Cameron	**All mfg.**	**69**	**30**	**1,169.8**	**.0543**	**82**
2328	Men's & boys' work clothing	2	2	92.4	2.5967	100
8062	*General medical & surgical hospitals*	*3*	*3*	*104.0*	*.0575*	*100*

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship. Recpt.	% In Large Estab.
TEXAS (cont.)						
Camp	All mfg.	8	1	96.8	.0045	70
Carson	All mfg.	2		8.5	.0004	0
Cass	All mfg.	6	2	27.3	.0013	34
Castro	All mfg.	2	1	42.5	.0020	96
Chambers	All mfg.	4	2	316.3	.0147	66
Cherokee	All mfg.	34	6	179.8	.0083	36
8062	*General medical & surgical hospitals*	*3*	*3*	*103.1*	*.0570*	*100*
Childress	All mfg.	2	1	68.7	.0032	97
Clay	All mfg.	1	1	15.6	.0007	100
Coleman	All mfg.	3	1	23.6	.0011	45
Collin	All mfg.	60	24	933.6	.0433	78
3661	Telephone & telegraph apparatus	1	1	309.5	1.6262	100
Collingsworth	All mfg.	1		9.5	.0004	0
Colorado	All mfg.	7	1	82.0	.0038	54
Comal	All mfg.	21	10	355.3	.0165	72
2211	Cotton-weaving mills	1	1	49.5	1.0145	100
Comanche	All mfg.	7	2	86.2	.0040	56
Cooke	All mfg.	17	7	157.8	.0073	71
Coryell	All mfg.	6		19.7	.0009	0
Crane	All mfg.	4		24.5	.0011	0
Crockett	All mfg.	1		5.5	.0003	0
Crosby	All mfg.	1		5.1	.0002	0
Dallas	All mfg.	1,068	339	17,341.7	.8042	80
1311	*Crude petroleum & natural gas*	*91*	*6*	*2,703.0*	*7.5217*	*47*
1381	*Oil- & gas-well drilling services*	*19*	*3*	*411.9*	*11.3565*	*70*
1382	*Oil- & gas-field exploration services*	*46*	*5*	*400.4*	*17.2171*	*44*
1611	*Highway & street construction*	*7*	*6*	*226.5*	*1.3096*	*99*
1629	*Heavy construction n.e.c.*	*15*	*7*	*245.4*	*.9298*	*77*
2051	Bread, cake, & related products	9	3	152.2	.9556	83
2099	Food preparations n.e.c.	10	5	629.8	5.3804	93
2335	Women's & misses' dresses	16	13	140.8	4.0249	95
2653	Corrugated & solid fiber boxes	15	11	188.0	1.7890	86
2711	Newspapers	10	5	299.5	1.3550	96
2731	Book publishing	5	2	126.3	1.2867	93
2751	Letterpress commercial printing	37	9	142.0	1.5177	60
2752	Lithographic commercial printing	22	7	151.4	1.1714	64
2841	Soap & other detergents	10	3	329.4	3.8099	73
2842	Polishes & sanitation goods	9	3	248.7	3.3749	75
2844	Toilet preparations	8	3	238.7	1.9379	85
2851	Paints & allied products	17	5	241.5	2.1579	66
3079	Miscellaneous plastics products	43	13	251.7	1.0565	68
3272	Concrete products n.e.c.	10	5	131.9	3.1331	91
3317	Steel pipe & tubes	2	1	97.9	1.4997	97
3443	Fabricated plate work (boiler shops)	15	5	233.0	1.7145	67
3444	Sheet-metal work	29	3	159.5	1.3459	29
3533	Oil-field machinery	9	8	494.7	5.4031	99
3559	Special-industry machinery n.e.c.	11	2	160.9	1.7966	55
3573	Electronic computing equipment	29	18	1,556.7	3.0148	95
3585	Refrigeration & heating equipment	12	7	310.0	1.9926	93
3661	Telephone & telegraph apparatus	3	2	371.9	1.9541	97
3662	Radio & TV communication equipment	26	12	1,048.2	3.1056	95
3674	Semiconductors & related devices	10	6	359.6	3.2875	98
3679	Electronic components n.e.c.	18	4	168.5	.8614	80
3691	Storage batteries	7	4	98.0	3.4249	92
3714	Motor-vehicle parts & accessories	10	5	132.0	.3452	82
3721	Aircraft	5	3	796.1	2.7526	99
3728	Aircraft equipment n.e.c.	10	4	282.0	2.3377	94
3769	Space-vehicle equipment n.e.c.	2	1	1,018.2	25.4188	100
3993	Signs & advertising displays	14	4	50.6	2.1351	71
4011	*Line-haul-operating railroads*	*1*	*1*	*264.8*	*1.0704*	*100*
4911	*Electric services*	*15*	*11*	*5,680.4*	*5.1935*	*97*
4923	*Gas transmission & distribution*	*3*	*1*	*916.8*	*3.6733*	*96*
5051	*Metals service centers & sales offices*	*21*	*1*	*426.3*	*1.4002*	*33*
5063	*Electrical-power-equipment wholesalers*	*29*	*2*	*233.8*	*1.8537*	*27*
5065	*Electronic-parts wholesalers*	*30*	*6*	*434.3*	*4.4525*	*50*
5081	*Commercial-equipment wholesalers*	*27*	*4*	*106.7*	*1.7537*	*44*
5084	*Industrial-machinery distributors*	*46*	*2*	*207.8*	*1.2205*	*16*
5085	*Industrial-supply distributors*	*36*	*2*	*266.8*	*1.3455*	*31*
6025	*National banks, federal reserve system*	*31*	*7*	*2,640.7*	*1.9135*	*90*
7011	*Hotels, motels, & tourist courts*	*105*	*41*	*583.3*	*1.8775*	*82*
7372	*Computer programming & software*	*20*	*9*	*616.1*	*5.3907*	*96*
7374	*Data-processing services*	*18*	*8*	*151.7*	*1.8875*	*87*
8062	*General medical & surgical hospitals*	*33*	*30*	*1,401.5*	*.7754*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*4*	*199.8*	*.7486*	*100*
Dawson	All mfg.	3	1	22.3	.0010	62
Deaf Smith	All mfg.	10	1	131.5	.0061	38
Delta	All mfg.	1		2.5	.0001	0
Denton	All mfg.	33	15	701.4	.0325	90
3679	Electronic components n.e.c.	1	1	196.2	1.0030	100
8062	*General medical & surgical hospitals*	*4*	*3*	*61.5*	*.0340*	*97*
De Witt	All mfg.	7	2	77.7	.0036	45
Dickens	All mfg.	1		1.9	.0001	0
Dimmit	All mfg.	1		1.0 -	.0000	0
Eastland	All mfg.	15	3	211.6	.0098	76
Ector	All mfg.	89	12	1,062.2	.0493	59
8062	*General medical & surgical hospitals*	*1*	*1*	*66.0*	*.0365*	*100*
Ellis	All mfg.	50	21	714.6	.0331	78
El Paso	All mfg.	188	85	3,618.5	.1678	88
2321	Men's & boys' shirts & nightwear	5	4	47.9	1.3360	93
2327	Men's & boys' separate trousers	7	7	183.9	7.1481	100
2328	Men's & boys' work clothing	6	5	154.1	4.3306	99
2329	Men's & boys' clothing n.e.c.	3	2	37.6	2.1200	94
2339	Women's & misses' outerwear n.e.c.	2	2	44.1	1.4385	100
3143	Men's nonathletic footwear	8	5	91.8	3.5540	92
3331	Primary copper	2	2	240.6	3.4735	100
3332	Primary lead	1	1	109.3	19.1586	100
3679	Electronic components n.e.c.	7	4	173.4	.8865	95
4922	*Natural-gas transmission*	*1*	*1*	*3,816.9*	*8.3507*	*100*
6025	*National banks, federal reserve system*	*9*	*3*	*399.7*	*.2896*	*65*
7011	*Hotels, motels, & tourist courts*	*22*	*4*	*41.6*	*.1339*	*45*
8062	*General medical & surgical hospitals*	*15*	*11*	*411.3*	*.2276*	*98*
Erath	All mfg.	9	4	111.9	.0052	63
Falls	All mfg.	5	1	37.9	.0018	62
Fannin	All mfg.	12	7	190.1	.0088	93
Fayette	All mfg.	10	2	108.1	.0050	55
Fisher	All mfg.	1	1	15.3	.0007	100
Floyd	All mfg.	1		8.3	.0004	0
Foard	All mfg.	1		2.0	.0001	0
Fort Bend	All mfg.	45	16	1,352.0	.0627	85
3573	Electronic computing equipment	2	1	192.6	.3730	96
3674	Semiconductors & related devices	1	1	91.1	.8328	100
Franklin	All mfg.	2	1	25.0	.0012	61
Freestone	All mfg.	3		30.4	.0014	0
Gaines	All mfg.	2		12.7	.0006	0
Galveston	All mfg.	45	16	4,630.1	.2147	94
2821	Plastics materials & synthetic resins	3	3	480.3	2.2544	100
2911	Petroleum refining	4	3	3,590.4	2.5609	97
3731	Ship building & repairing	4	2	78.0	.9927	96
7011	*Hotels, motels, & tourist courts*	*13*	*5*	*68.5*	*.2205*	*81*
8062	*General medical & surgical hospitals*	*5*	*5*	*278.7*	*.1542*	*100*
Gillespie	All mfg.	5	1	32.5	.0015	48
Gonzales	All mfg.	8	4	164.7	.0076	50
Gray	All mfg.	8	3	304.2	.0141	94
Grayson	All mfg.	65	20	1,290.6	.0599	85
8062	*General medical & surgical hospitals*	*3*	*3*	*95.9*	*.0531*	*100*
Gregg	All mfg.	88	30	1,511.6	.0701	82
2869	Industrial organic chemicals n.e.c.	1	1	495.3	1.5529	100
8062	*General medical & surgical hospitals*	*5*	*4*	*82.5*	*.0456*	*99*
Grimes	All mfg.	8	5	83.6	.0039	78
Guadalupe	All mfg.	19	5	650.8	.0302	90
3651	Radio & TV receiving sets	1	1	281.8	3.8463	100
Hale	All mfg.	11	3	826.1	.0383	95
2011	Meat-packing plants	2	2	776.4	1.7386	100
Hall	All mfg.	1		7.9	.0004	0
Hamilton	All mfg.	2		18.7	.0009	0
Hardeman	All mfg.	2	2	76.6	.0036	100
Hardin	All mfg.	3	1	116.0	.0054	7
Harris	All mfg.	1,308	407	33,865.2	1.5706	86
1311	*Crude petroleum & natural gas*	*152*	*15*	*4,499.6*	*12.5212*	*42*
1381	*Oil- & gas-well drilling services*	*47*	*14*	*701.8*	*19.3493*	*84*
1382	*Oil- & gas-field exploration services*	*119*	*10*	*534.0*	*22.9618*	*26*
1611	*Highway & street construction*	*19*	*8*	*336.3*	*1.9445*	*89*
1622	*Bridge & tunnel construction*	*7*	*3*	*700.2*	*10.3660*	*97*
1623	*Pipe- & utility-line construction*	*44*	*11*	*435.1*	*7.3248*	*73*
1629	*Heavy construction n.e.c.*	*58*	*26*	*2,343.5*	*8.8797*	*90*
2051	Bread, cake, & related products	11	6	248.5	1.5602	84
2086	Bottled & canned soft drinks	6	3	313.7	1.6522	92
2095	Roasted coffee	3	3	497.0	6.0758	100
2611	Pulp mills	1	1	161.3	3.4402	100
2621	Paper mills, except building paper	2	2	280.0	1.3933	100
2711	Newspapers	8	4	168.9	.7641	94
2751	Letterpress commercial printing	36	6	128.1	1.3691	50
2752	Lithographic commercial printing	21	1	93.8	7257	32
2812	Alkalies & chlorine	3	2	174.7	10.5553	97
2813	Industrial gases	12	2	164.4	6.0215	64
2819	Industrial inorganic chemicals n.e.c.	18	3	217.9	1.2790	46
2821	Plastics materials & synthetic resins	17	12	1,430.6	6.7148	94
2822	Synthetic rubber	5	4	674.6	10.8154	99
2851	Paints & allied products	16	2	141.3	1.2626	28
2865	Cyclic crudes & intermediates	11	5	1,006.8	12.8163	95

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U S Ship Recpt	% In Large Estab.
2869	Industrial organic chemicals n.e.c.	33	20	1,896.3	5.9454	88
2899	Chemical preparations n.e.c.	15	6	771.4	7.2469	89
2911	Petroleum refining	7	5	10,966.1	7.8217	99
3079	Miscellaneous plastics products	52	15	276.8	1.1619	68
3293	Gaskets, packing, & sealing devices	18	3	74.5	3.6211	39
3317	Steel pipe & tubes	11	5	442.7	6.7816	93
3441	Fabricated structural metal	29	3	236.3	1.1350	36
3443	Fabricated plate work (boiler shops)	43	17	543.2	3.9970	67
3444	Sheet-metal work	26	6	215.8	1.8210	55
3448	Prefabricated metal buildings	11	7	436.9	8.3153	92
3452	Bolts, nuts, rivets, & washers	14	4	102.8	2.6607	66
3462	Iron & steel forgings	6	2	188.6	3.5469	88
3479	Metal coating & allied services n.e.c.	16	6	530.2	13.1740	93
3494	Valves & pipe fittings	60	21	683.0	6.0238	68
3498	Fabricated pipe & fittings	19	7	349.2	8.7942	73
3519	Internal-combustion engines n.e.c.	6	2	100.0	1.0082	72
3533	Oil-field machinery	74	33	2,917.2	31.8614	89
3545	Machine-tool accessories	5	2	50.0	1.5190	89
3561	Pumps & pumping equipment	16	5	198.1	2.9629	72
3573	Electronic computing equipment	13	8	770.4	1.4920	97
3599	Machinery, except electrical, n.e.c.	36	4	148.8	1.3001	28
3613	Switchgear & switchboard apparatus	8	5	88.6	1.7739	83
3622	Industrial controls	7	4	60.4	1.1538	75
3731	Ship building & repairing	9	5	114.4	1.4559	91
3811	Engineering & scientific instruments	7	3	59.2	1.5228	82
3823	Industrial process-control instruments	16	4	94.6	2.3706	53
3824	Fluid meters & counting devices	1	1	84.1	6.2588	100
4911	*Electric services*	*3*	*3*	*3,523.6*	*3.2216*	*100*
4922	*Natural-gas transmission*	*64*	*15*	*11,661.5*	*25.5134*	*71*
5051	*Metals service centers & sales offices*	*46*	*11*	*1,322.9*	*4.3452*	*56*
5081	*Commercial-equipment wholesalers*	*21*	*4*	*83.6*	*1.3740*	*65*
5084	*Industrial-machinery distributors*	*89*	*11*	*861.4*	*5.0595*	*56*
5085	*Industrial-supply distributors*	*65*	*3*	*493.6*	*2.4892*	*25*
6025	*National banks, federal reserve system*	*31*	*9*	*2,232.4*	*1.6176*	*90*
7011	*Hotels, motels, & tourist courts*	*112*	*45*	*505.8*	*1.6280*	*74*
7372	*Computer programming & software*	*21*	*4*	*144.1*	*1.2608*	*67*
7374	*Data-processing services*	*20*	*2*	*111.4*	*1.3861*	*78*
8062	*General medical & surgical hospitals*	*49*	*46*	*2,416.3*	*1.3369*	*100*
8221	*Colleges & universities n.e.c.*	*6*	*6*	*168.3*	*.6305*	*100*
Harrison	**All mfg.**	**36**	**10**	**339.7**	**.0158**	**59**
3483	Ammunition, except small-arms, n.e.c.	2	2	62.2	4.2235	100
Hays	**All mfg.**	**17**	**7**	**203.8**	**.0095**	**62**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*72.4*	*.2712*	*100*
Henderson	**All mfg.**	**14**	**5**	**114.0**	**.0053**	**62**
Hidalgo	**All mfg.**	**59**	**24**	**942.3**	**.0437**	**82**
2033	Canned fruits & vegetables	6	6	190.9	1.2631	100
2327	Men's & boys' separate trousers	2	2	39.5	1.5354	100
8062	*General medical & surgical hospitals*	*5*	*4*	*104.6*	*.0579*	*96*
Hill	**All mfg.**	**9**	**4**	**72.3**	**.0034**	**75**
Hockley	**All mfg.**	**4**		**80.0**	**.0037**	**0**
Hood	**All mfg.**	**1**		**29.9**	**.0014**	**0**
Hopkins	**All mfg.**	**17**	**6**	**345.8**	**.0160**	**74**
Houston	**All mfg.**	**12**	**6**	**154.2**	**.0072**	**85**
Howard	**All mfg.**	**17**	**6**	**840.7**	**.0390**	**93**
8062	*General medical & surgical hospitals*	*5*	*4*	*104.6*	*.0579*	*97*
Hunt	**All mfg.**	**32**	**18**	**543.3**	**.0252**	**89**
3721	Aircraft	2	2	173.1	.5985	100
Hutchinson	**All mfg.**	**10**	**5**	**781.6**	**.0362**	**95**
Jack	**All mfg.**	**3**		**6.9**	**.0003**	**0**
Jasper	**All mfg.**	**8**	**4**	**260.6**	**.0121**	**93**
2621	Paper mills, except building paper	1	1	197.7	.9838	100
Jefferson	**All mfg.**	**89**	**40**	**13,724.4**	**.6365**	**98**
2822	Synthetic rubber	4	4	691.7	11.0896	100
2869	Industrial organic chemicals n.e.c.	8	6	834.2	2.6155	98
2911	Petroleum refining	7	7	11,006.7	7.8507	100
3731	Ship building & repairing	2	2	57.3	.7292	100
8062	*General medical & surgical hospitals*	*5*	*5*	*230.5*	*.1275*	*100*
Jim Wells	**All mfg.**	**6**	**1**	**21.5**	**.0010**	**30**
Johnson	**All mfg.**	**34**	**14**	**219.4**	**.0102**	**78**
Jones	**All mfg.**	**3**	**2**	**25.8**	**.0012**	**63**
Karnes	**All mfg.**	**6**	**2**	**64.4**	**.0030**	**53**
Kaufman	**All mfg.**	**24**	**7**	**195.4**	**.0091**	**62**
8062	*General medical & surgical hospitals*	*3*	*2*	*85.4*	*.0472*	*98*
Kendall	**All mfg.**	**1**		**5.0**	**.0002**	**0**
Kerr	**All mfg.**	**8**	**5**	**102.8**	**.0048**	**89**
8062	*General medical & surgical hospitals*	*3*	*2*	*65.4*	*.0362*	*98*
Kimble	**All mfg.**	**2**	**1**	**17.2**	**.0008**	**70**
Kleberg	**All mfg.**	**5**	**2**	**38.0**	**.0018**	**71**
Lamar	**All mfg.**	**20**	**10**	**416.5**	**.0193**	**90**
Lamb	**All mfg.**	**2**	**1**	**36.5**	**.0017**	**82**
Lampasas	**All mfg.**	**3**	**1**	**29.8**	**.0014**	**83**
Lavaca	**All mfg.**	**16**	**7**	**175.5**	**.0081**	**63**
Leon	**All mfg.**	**1**		**11.1**	**.0005**	**0**
Liberty	**All mfg.**	**11**	**6**	**261.6**	**.0121**	**89**
Limestone	**All mfg.**	**9**	**5**	**84.8**	**.0039**	**75**
Live Oak	**All mfg.**	**3**	**1**	**247.8**	**.0115**	**94**
Llano	**All mfg.**	**1**		**2.4**	**.0001**	**0**

1986 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U S Ship Recpt	% In Large Estab.
Lubbock	**All mfg.**	**79**	**21**	**1,330.9**	**.0617**	**74**
3574	Calculating & accounting machines	1	1	306.7	12.2523	100
3674	Semiconductors & related devices	1	1	45.6	.4169	100
8062	*General medical & surgical hospitals*	*6*	*5*	*192.5*	*.1065*	*98*
McCulloch	**All mfg.**	**6**	**1**	**29.2**	**.0014**	**14**
McLennan	**All mfg.**	**124**	**41**	**1,400.0**	**.0649**	**71**
3011	Tires & inner tubes	1	1	194.0	2.6662	100
8062	*General medical & surgical hospitals*	*4*	*3*	*158.9*	*.0879*	*97*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*54.5*	*.2042*	*100*
McMullen	**All mfg.**	**1**		**3.6**	**.0002**	**0**
Madison	**All mfg.**	**2**	**1**	**16.3**	**.0008**	**91**
Marion	**All mfg.**	**2**		**11.4**	**.0005**	**0**
Martin	**All mfg.**	**1**		**4.6**	**.0002**	**0**
Matagorda	**All mfg.**	**6**	**4**	**180.4**	**.0084**	**97**
Maverick	**All mfg.**	**6**	**3**	**95.5**	**.0044**	**70**
2328	Men's & boys' work clothing	2	2	34.6	.9723	100
Medina	**All mfg.**	**4**	**2**	**36.1**	**.0017**	**76**
Midland	**All mfg.**	**27**	**5**	**329.4**	**.0153**	**40**
1311	*Crude petroleum & natural gas*	*109*	*3*	*1,766.6*	*4.9160*	*13*
1381	*Oil- & gas-well drilling services*	*20*	*4*	*130.8*	*3.6063*	*75*
1382	*Oil- & gas-field exploration services*	*31*	*2*	*86.9*	*3.7367*	*43*
3674	Semiconductors & related devices	1	1	45.6	.4169	100
8062	*General medical & surgical hospitals*	*2*	*2*	*60.6*	*.0335*	*100*
Milam	**All mfg.**	**7**	**3**	**320.0**	**.0148**	**95**
3334	Primary aluminum	1	1	285.8	5.1740	100
Mills	**All mfg.**	**1**		**4.5**	**.0002**	**0**
Montague	**All mfg.**	**12**	**4**	**63.3**	**.0029**	**70**
Montgomery	**All mfg.**	**24**	**5**	**269.6**	**.0125**	**56**
Moore	**All mfg.**	**10**	**3**	**1,318.8**	**.0612**	**90**
Morris	**All mfg.**	**11**	**3**	**380.9**	**.0177**	**88**
3312	Blast furnaces & steel mills	1	1	286.0	.9665	100
Nacogdoches	**All mfg.**	**19**	**9**	**347.3**	**.0161**	**83**
Navarro	**All mfg.**	**27**	**9**	**324.7**	**.0151**	**69**
Newton	**All mfg.**	**4**	**2**	**219.4**	**.0102**	**95**
2436	Softwood veneer & plywood	2	2	208.4	5.3329	100
Nolan	**All mfg.**	**11**	**7**	**150.5**	**.0070**	**86**
Nueces	**All mfg.**	**69**	**24**	**9,117.7**	**.4228**	**97**
1311	*Crude petroleum & natural gas*	*20*	*2*	*558.0*	*1.5528*	*39*
2911	Petroleum refining	5	5	7,723.4	5.5088	100
4911	*Electric services*	*2*	*1*	*800.4*	*.7318*	*99*
8062	*General medical & surgical hospitals*	*8*	*7*	*263.2*	*.1456*	*98*
Ochiltree	**All mfg.**	**2**	**1**	**60.3**	**.0028**	**79**
Orange	**All mfg.**	**24**	**10**	**1,222.7**	**.0567**	**90**
2821	Plastics materials & synthetic resins	3	2	442.4	2.0765	99
3731	Ship building & repairing	2	1	114.6	1.4585	99
Palo Pinto	**All mfg.**	**23**	**8**	**166.1**	**.0077**	**64**
Panola	**All mfg.**	**5**	**3**	**81.1**	**.0038**	**90**
Parker	**All mfg.**	**12**	**2**	**71.6**	**.0033**	**31**
Parmer	**All mfg.**	**2**	**1**	**681.8**	**.0316**	**99**
2011	Meat-packing plants	1	1	676.3	1.5144	100
Pecos	**All mfg.**	**1**		**8.5**	**.0004**	**0**
Polk	**All mfg.**	**2**	**1**	**18.9**	**.0009**	**69**
Potter	**All mfg.**	**60**	**17**	**1,879.7**	**.0872**	**87**
2011	Meat-packing plants	3	1	1,283.2	2.873[illegible]	97
3483	Ammunition, except small-arms, n.e.c.	1	1	45.1	3.0624	100
4911	*Electric services*	*1*	*1*	*713.7*	*.6525*	*100*
8062	*General medical & surgical hospitals*	*5*	*5*	*177.7*	*.0983*	*100*
Rains	**All mfg.**	**5**		**13.3**	**.0006**	**0**
Randall	**All mfg.**	**6**	**1**	**108.3**	**.0050**	**62**
Red River	**All mfg.**	**11**	**6**	**118.2**	**.0055**	**80**
Reeves	**All mfg.**	**1**	**1**	**40.3**	**.0019**	**100**
Robertson	**All mfg.**	**5**		**58.7**	**.0027**	**0**
Rockwall	**All mfg.**	**5**	**1**	**42.6**	**.0020**	**12**
Runnels	**All mfg.**	**10**	**3**	**138.9**	**.0064**	**49**
Rusk	**All mfg.**	**16**	**4**	**90.0**	**.0042**	**54**
San Patricio	**All mfg.**	**20**	**7**	**704.9**	**.0327**	**78**
2869	Industrial organic chemicals n.e.c.	1	1	229.0	.7180	100
San Saba	**All mfg.**	**2**	**1**	**12.5**	**.0006**	**53**
Scurry	**All mfg.**	**5**	**1**	**13.8**	**.0006**	**12**
Shackelford	**All mfg.**	**3**		**13.9**	**.0006**	**0**
Shelby	**All mfg.**	**6**	**3**	**164.2**	**.0076**	**87**
Sherman	**All mfg.**	**2**		**[illegible]**	**.0004**	**0**
Smith	**All mfg.**	**53**	**21**	**1,992.5**	**.0924**	**91**
3011	Tires & inner tubes	2	1	340.2	4.6755	98
3321	Gray-iron foundries	1	1	305.8	3.2070	100
3585	Refrigeration & heating equipment	2	2	357.8	2.2998	100
8062	*General medical & surgical hospitals*	*3*	*2*	*82.0*	*.0454*	*97*
Stephens	**All mfg.**	**7**	**2**	**77.2**	**.0036**	**77**
Swisher	**All mfg.**	**4**		**26.5**	**.0012**	**0**
Tarrant	**All mfg.**	**588**	**188**	**10,364.9**	**.4807**	**81**
1311	*Crude petroleum & natural gas*	*28*	*2*	*607.7*	*1.6911*	*42*
2086	Bottled & canned soft drinks	5	3	219.5	1.1561	97
2711	Newspapers	5	2	96.6	.4370	94
2834	Pharmaceutical preparations	2	1	181.6	.8510	99
2892	Explosives	3	2	73.6	6.3301	94

1986 S&MM Est

TEXAS (Tarrant, cont.)

County SIC	Industry	Establishments		Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
		Total	Large			
3069	Fabricated rubber products n.e.c.	7	2	71.7	1.3325	87
3079	Miscellaneous plastics products	35	11	173.8	.7295	53
3411	Metal cans	4	4	199.8	1.8201	100
3441	Fabricated structural metal	13	5	158.3	.7603	56
3444	Sheet-metal work	15	4	140.5	1.1856	59
3531	Construction machinery	3	2	128.4	1.0608	92
3533	Oil-field machinery	7	2	205.2	2.2412	72
3535	Conveyors & conveying equipment	8	4	84.8	2.6170	69
3555	Printing-trades machinery	6	3	116.2	5.0956	89
3573	Electronic computing equipment	7	5	418.0	.8095	98
3585	Refrigeration & heating equipment	21	6	366.6	2.3564	76
3661	Telephone & telegraph apparatus	3	3	166.0	.8722	100
3662	Radio & TV communication equipment	6	2	357.0	1.0577	96
3679	Electronic components n.e.c.	9	3	151.3	.7735	79
3711	Motor vehicles & passenger-car bodies	2	1	1,571.7	1.6382	99
3721	Aircraft	2	2	652.8	2.2572	100
3728	Aircraft equipment n.e.c.	7	4	104.1	.8630	90
3829	Measuring & controlling devices n.e.c.	5	2	75.8	2.8468	85
4011	*Line-haul-operating railroads*	*2*	*2*	*157.9*	*.6383*	*100*
4911	*Electric services*	*4*	*2*	*686.5*	*.6277*	*95*
6025	*National banks, federal reserve system*	*15*	*3*	*567.1*	*.4109*	*81*
7011	*Hotels, motels, & tourist courts*	*43*	*10*	*114.6*	*.3689*	*62*
8062	*General medical & surgical hospitals*	*23*	*19*	*681.9*	*.3773*	*97*
Taylor	**All mfg.**	**49**	**13**	**990.9**	**.0460**	**61**
8062	*General medical & surgical hospitals*	*3*	*3*	*79.6*	*.0440*	*100*
Terry	**All mfg.**	**3**	**1**	**16.8**	**.0008**	**24**
Titus	**All mfg.**	**11**	**6**	**178.7**	**.0083**	**81**
Tom Green	**All mfg.**	**32**	**12**	**614.3**	**.0285**	**78**
3842	Surgical appliances & supplies	1	1	232.8	3.4937	100
Travis	**All mfg.**	**154**	**39**	**4,293.0**	**.1991**	**88**
2711	Newspapers	1	1	85.0	.3845	100
3573	Electronic computing equipment	6	4	363.8	.7046	98
3579	Office machines n.e.c.	1	1	2,471.0	21.7164	100
3662	Radio & TV communication equipment	4	3	134.4	.3982	94
3674	Semiconductors & related devices	3	1	45.2	.4132	82
6025	*National banks, federal reserve system*	*11*	*2*	*289.3*	*.2096*	*63*
7011	*Hotels, motels, & tourist courts*	*32*	*8*	*85.3*	*.2746*	*59*
8062	*General medical & surgical hospitals*	*7*	*7*	*244.1*	*.1351*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*790.5*	*2.9616*	*99*
Trinity	**All mfg.**	**4**		**95.5**	**.0044**	**0**
Tyler	**All mfg.**	**6**	**1**	**34.9**	**.0016**	**27**
Upshur	**All mfg.**	**5**	**2**	**32.3**	**.0015**	**63**
Uvalde	**All mfg.**	**6**	**3**	**62.6**	**.0029**	**79**
Val Verde	**All mfg.**	**5**	**1**	**79.9**	**.0037**	**82**
Van Zandt	**All mfg.**	**7**	**3**	**99.1**	**.0046**	**67**
Victoria	**All mfg.**	**13**	**6**	**158.0**	**.0073**	**82**
Walker	**All mfg.**	**13**	**3**	**247.0**	**.0115**	**75**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*48.5*	*.1817*	*100*
Waller	**All mfg.**	**6**	**1**	**65.6**	**.0030**	**75**
Ward	**All mfg.**	**2**		**10.5**	**.0005**	**0**
Washington	**All mfg.**	**19**	**6**	**160.4**	**.0074**	**47**
Webb	**All mfg.**	**20**	**7**	**215.9**	**.0100**	**66**
7011	*Hotels, motels, & tourist courts*	*13*	*3*	*39.8*	*.1281*	*69*
Wharton	**All mfg.**	**6**	**4**	**65.5**	**.0030**	**76**
Wichita	**All mfg.**	**62**	**25**	**988.5**	**.0458**	**75**
1311	*Crude petroleum & natural gas*	*67*		*910.8*	*2.5345*	*0*
2221	Synthetics- & silk-weaving mills	2	1	100.3	1.7063	96
3211	Flat glass	1	1	142.3	5.2353	100
8062	*General medical & surgical hospitals*	*5*	*4*	*165.0*	*.0913*	*99*
Wilbarger	**All mfg.**	**4**	**2**	**117.5**	**.0054**	**97**
Willacy	**All mfg.**	**4**	**2**	**23.9**	**.0011**	**71**
Williamson	**All mfg.**	**34**	**12**	**327.8**	**.0152**	**71**
Wilson	**All mfg.**	**3**	**1**	**21.1**	**.0010**	**29**
Winkler	**All mfg.**	**1**		**1.2**	**.0001**	**0**
Wise	**All mfg.**	**12**	**2**	**108.3**	**.0050**	**50**
Wood	**All mfg.**	**10**	**3**	**101.8**	**.0047**	**49**
Yoakum	**All mfg.**	**1**		**9.2**	**.0004**	**0**
Young	**All mfg.**	**10**	**3**	**106.8**	**.0050**	**42**
Zavala	**All mfg.**	**2**	**1**	**240.8**	**.0112**	**97**
2033	Canned fruits & vegetables	1	1	233.0	1.5417	100
STATE TOTAL	**All mfg.**	**6,332**	**2,108**	**153,924.1**	**7.1385**	**85**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1986 S&MM Est

UTAH

County SIC	Industry	Establishments		Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
		Total	Large			
Box Elder	**All mfg.**	**12**	**7**	**726.4**	**.0337**	**98**
3489	Ordnance & accessories n.e.c.	1	1	138.3	6.9901	100
3764	Space-propulsion units & parts	1	1	433.6	18.7738	100
Cache	**All mfg.**	**34**	**14**	**1,042.7**	**.0484**	**89**
2011	Meat-packing plants	2	2	383.3	.8583	100
2022	Natural & processed cheese	5	4	252.0	2.9923	92
Carbon	**All mfg.**	**5**	**1**	**19.8**	**.0009**	**32**
Davis	**All mfg.**	**45**	**18**	**1,003.5**	**.0465**	**83**
3764	Space-propulsion units & parts	1	1	67.5	2.9226	100
Duchesne	**All mfg.**	**1**		**3.7**	**.0002**	**0**
Emery	**All mfg.**	**1**		**5.4**	**.0003**	**0**
Garfield	**All mfg.**	**1**	**1**	**28.0**	**.0013**	**100**
Grand	**All mfg.**	**1**		**11.5**	**.0005**	**0**
Iron	**All mfg.**	**5**	**2**	**35.2**	**.0016**	**35**
Juab	**All mfg.**	**3**		**4.3**	**.0002**	**0**
Kane	**All mfg.**	**1**		**.6**	**.0000**	**0**
Millard	**All mfg.**	**3**		**53.6**	**.0025**	**0**
Morgan	**All mfg.**	**3**	**2**	**46.1**	**.0021**	**80**
Piute	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Salt Lake	**All mfg.**	**339**	**91**	**6,063.1**	**.2812**	**80**
1021	*Copper-ore mining*	*3*	*3*	*402.3*	*18.4762*	*100*
2331	Women's & misses' blouses	3	2	80.8	2.2275	94
2711	Newspapers	6	5	83.5	.3778	98
2892	Explosives	2	1	46.7	4.0165	87
3331	Primary copper	1	1	1,890.7	27.2958	100
3441	Fabricated structural metal	15	2	194.6	.9347	41
3573	Electronic computing equipment	7	3	267.7	.5184	94
3662	Radio & TV communication equipment	6	2	91.6	.2714	83
3679	Electronic components n.e.c.	11	3	68.5	.3502	72
3764	Space-propulsion units & parts	1	1	307.7	13.3227	100
3841	Surgical & medical instruments	6	4	193.8	3.8297	97
4911	*Electric services*	*2*	*1*	*957.3*	*.8752*	*98*
5085	*Industrial-supply distributors*	*21*	*2*	*323.3*	*1.6304*	*71*
6025	*National banks, federal reserve system*	*4*	*4*	*603.1*	*.4370*	*100*
7011	*Hotels, motels, & tourist courts*	*26*	*10*	*179.0*	*.5762*	*85*
8062	*General medical & surgical hospitals*	*7*	*7*	*377.0*	*.2086*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*179.3*	*.6718*	*100*
San Juan	**All mfg.**	**4**	**1**	**26.6**	**.0012**	**21**
Sanpete	**All mfg.**	**5**	**2**	**88.4**	**.0041**	**85**
Sevier	**All mfg.**	**3**	**1**	**28.3**	**.0013**	**64**
Summit	**All mfg.**	**3**		**11.5**	**.0005**	**0**
Tooele	**All mfg.**	**9**		**50.5**	**.0023**	**0**
Uintah	**All mfg.**	**2**		**6.2**	**.0003**	**0**
Utah	**All mfg.**	**71**	**28**	**1,260.3**	**.0584**	**78**
3312	Blast furnaces & steel mills	1	1	477.5	1.6136	100
3674	Semiconductors & related devices	1	1	86.7	.7926	100
8062	*General medical & surgical hospitals*	*4*	*4*	*123.4*	*.0683*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*163.3*	*.6118*	*99*
Wasatch	**All mfg.**	**3**	**1**	**25.4**	**.0012**	**75**
Washington	**All mfg.**	**7**	**4**	**104.5**	**.0049**	**90**
Weber	**All mfg.**	**63**	**23**	**908.1**	**.0421**	**63**
3676	Electronic resistors	1	1	74.4	9.5287	100
8062	*General medical & surgical hospitals*	*3*	*3*	*97.3*	*.0539*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*63.0*	[illegible]	*100*
STATE TOTAL	**All mfg.**	**625**	**196**	**11,555.3**	**.5359**	**80**

VERMONT

County SIC	Industry	Establishments		Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
		Total	Large			
Addison	**All mfg.**	**18**	**7**	**258.5**	**.0120**	**77**
3728	Aircraft equipment n.e.c.	1	1	90.0	.7461	100
Bennington	**All mfg.**	**42**	**16**	**331.8**	**.0154**	**71**
Caledonia	**All mfg.**	**20**	**6**	**166.5**	**.0077**	**63**
Chittenden	**All mfg.**	**58**	**21**	**1,326.3**	**.0615**	**85**
3484	Small arms	1	1	238.8	17.0877	100
3674	Semiconductors & related devices	1	1	414.7	3.7912	100
8062	*General medical & surgical hospitals*	*2*	*2*	*115.2*	*.0637*	*100*
Essex	**All mfg.**	**5**	**4**	**71.2**	**.0033**	**95**
Franklin	**All mfg.**	**25**	**7**	**331.9**	**.0154**	**59**
Grand Isle	**All mfg.**	**2**	**1**	**7.3**	**.0003**	**73**
Lamoille	**All mfg.**	**14**	**2**	**55.7**	**.0026**	**44**
Orange	**All mfg.**	**14**	**6**	**125.6**	**.0058**	**66**
Orleans	**All mfg.**	**15**	**4**	**122.2**	**.0057**	**59**
Rutland	**All mfg.**	**37**	**12**	**619.6**	**.0287**	**82**
3724	Aircraft engines & engine parts	2	1	230.6	2.5652	99
Washington	**All mfg.**	**51**	**9**	**299.2**	**.0139**	**62**
3281	Cut stone & stone products	22	4	87.0	7.7818	55
8062	*General medical & surgical hospitals*	*2*	*2*	*60.6*	*.0335*	*100*
Windham	**All mfg.**	**33**	**16**	**389.3**	**.0181**	**84**
Windsor	**All mfg.**	**37**	**12**	**245.3**	**.0114**	**51**
3541	Metal-cutting machine tools	4	4	65.2	1.4961	100
STATE TOTAL	**All mfg.**	**371**	**123**	**4,350.4**	**.2018**	**75**

1986 S&MM Est

County SIC	Industry	Establishments Total	 Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
VIRGINIA						
Accomack	**All mfg.**	**18**	**8**	**319.9**	**.0148**	**88**
2016	Poultry-dressing plants	2	2	121.2	1.7897	100
Albemarle	**All mfg.**	**16**	**7**	**315.3**	**.0146**	**89**
2037	Frozen fruits & vegetables	1	1	82.9	1.1048	100
Alexandria city	**All mfg.**	**40**	**9**	**353.7**	**.0164**	**68**
8062	*General medical & surgical hospitals*	*3*	*3*	*98.6*	*.0546*	*100*
Alleghany	**All mfg.**	**1**	**1**	**5.4**	**.0003**	**100**
Amelia	**All mfg.**	**6**	**1**	**20.9**	**.0010**	**44**
Amherst	**All mfg.**	**9**	**2**	**98.0**	**.0045**	**56**
Appomattox	**All mfg.**	**5**	**3**	**60.4**	**.0028**	**90**
Arlington	**All mfg.**	**30**	**7**	**254.2**	**.0118**	**56**
7011	*Hotels, motels, & tourist courts*	*17*	*8*	*102.1*	*.3286*	*71*
7372	*Computer programming & software*	*7*	*4*	*123.5*	*1.0806*	*88*
8062	*General medical & surgical hospitals*	*3*	*3*	*126.9*	*.0702*	*100*
Augusta	**All mfg.**	**23**	**10**	**337.5**	**.0157**	**77**
Bath	**All mfg.**	**2**	**1**	**8.2**	**.0004**	**65**
Bedford	**All mfg.**	**5**	**1**	**79.8**	**.0037**	**64**
Bedford city	**All mfg.**	**14**	**6**	**171.1**	**.0079**	**71**
Bland	**All mfg.**	**2**	**2**	**18.7**	**.0009**	**100**
Botetourt	**All mfg.**	**11**	**5**	**116.0**	**.0054**	**73**
Bristol city	**All mfg.**	**39**	**26**	**712.9**	**.0331**	**94**
Brunswick	**All mfg.**	**14**	**5**	**96.4**	**.0045**	**54**
Buchanan	**All mfg.**	**3**	**1**	**94.6**	**.0044**	**94**
1211	*Bituminous-coal & lignite mining*	*20*	*7*	*465.9*	*2.8673*	*77*
Buckingham	**All mfg.**	**3**	**1**	**15.5**	**.0007**	**56**
Buena Vista city	**All mfg.**	**11**	**6**	**102.4**	**.0047**	**84**
Campbell	**All mfg.**	**17**	**13**	**494.5**	**.0229**	**97**
2511	Wood household furniture	2	2	141.2	1.9496	100
Caroline	**All mfg.**	**10**	**1**	**41.6**	**.0019**	**8**
Carroll	**All mfg.**	**10**	**4**	**67.1**	**.0031**	**80**
Charlotte	**All mfg.**	**10**	**3**	**54.4**	**.0025**	**48**
Charlottesville city	**All mfg.**	**27**	**12**	**426.6**	**.0198**	**86**
3661	Telephone & telegraph apparatus	3	3	117.9	.6195	100
3662	Radio & TV communication equipment	1	1	38.7	.1147	100
8062	*General medical & surgical hospitals*	*2*	*2*	*141.8*	*.0785*	*100*
Chesapeake city	**All mfg.**	**36**	**10**	**354.3**	**.0164**	**56**
Chesterfield	**All mfg.**	**16**	**8**	**650.9**	**.0302**	**94**
2869	Industrial organic chemicals n.e.c.	1	1	317.9	.9967	100
Clarke	**All mfg.**	**3**	**3**	**64.9**	**.0030**	**100**
Clifton Forge city	**All mfg.**	**1**		**6.8**	**.0003**	**0**
Colonial Heights city	**All mfg.**	**6**	**3**	**46.8**	**.0022**	**81**
Covington city	**All mfg.**	**8**	**5**	**499.7**	**.0232**	**98**
2631	Paperboard mills	1	1	232.7	2.8699	100
2819	Industrial inorganic chemicals n.e.c.	2	1	233.7	1.3718	98
Craig	**All mfg.**	**1**	**1**	**4.5**	**.0002**	**100**
Culpeper	**All mfg.**	**13**	**6**	**132.0**	**.0061**	**67**
Danville city	**All mfg.**	**32**	**16**	**857.9**	**.0398**	**89**
2211	Cotton-weaving mills	1	1	130.0	2.6643	100
2261	Cotton-finishing plants	1	1	153.2	10.8123	100
3524	Lawn & garden equipment	1	1	66.1	3.8107	100
8062	*General medical & surgical hospitals*	*1*	*1*	*60.2*	*.0333*	*100*
Dickenson	**All mfg.**	**2**	**1**	**13.3**	**.0006**	**71**
1211	*Bituminous-coal & lignite mining*	*7*	*2*	*87.2*	*.5367*	*69*
Dinwiddie	**All mfg.**	**18**	**6**	**202.1**	**.0094**	**58**
8062	*General medical & surgical hospitals*	*2*	*2*	*129.6*	*.0717*	*100*
Emporia city	**All mfg.**	**13**	**7**	**115.9**	**.0054**	**76**
Essex	**All mfg.**	**9**	**3**	**74.9**	**.0035**	**63**
Fairfax	**All mfg.**	**84**	**33**	**1,077.4**	**.0500**	**78**
3573	Electronic computing equipment	10	7	309.4	.5992	95
3662	Radio & TV communication equipment	11	6	189.9	.5626	93
7372	*Computer programming & software*	*26*	*12*	*383.1*	*3.3520*	*87*
7374	*Data-processing services*	*8*	*2*	*61.2*	*.7615*	*86*
Fairfax city	**All mfg.**	**9**	**3**	**94.2**	**.0044**	**74**
1629	*Heavy construction n.e.c.*	*1*	*1*	*47.8*	*.1811*	*100*
Falls Church city	**All mfg.**	**12**	**6**	**283.6**	**.0132**	**94**
3662	Radio & TV communication equipment	2	1	138.3	.4098	98
6025	*National banks, federal reserve system*	*1*	*1*	*274.8*	*.1991*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*84.8*	*.0469*	*100*
Fauquier	**All mfg.**	**12**	**3**	**82.8**	**.0038**	**37**
Floyd	**All mfg.**	**5**	**3**	**39.0**	**.0018**	**91**
Fluvanna	**All mfg.**	**3**	**1**	**29.3**	**.0014**	**78**
Franklin	**All mfg.**	**22**	**15**	**314.0**	**.0146**	**89**
Franklin city	**All mfg.**	**14**	**5**	**551.8**	**.0256**	**93**
2621	Paper mills, except building paper	1	1	371.3	1.8476	100
Frederick	**All mfg.**	**6**	**2**	**28.5**	**.0013**	**62**
Fredericksburg city	**All mfg.**	**23**	**7**	**193.2**	**.0090**	**71**
Galax city	**All mfg.**	**18**	**11**	**300.2**	**.0139**	**87**
2254	Knit-underwear mills	1	1	68.1	5.9398	100
2511	Wood household furniture	3	3	102.6	1.4166	100
Giles	**All mfg.**	**7**	**4**	**250.4**	**.0116**	**94**
2823	Cellulosic man-made fibers	1	1	206.3	9.6280	100
Gloucester	**All mfg.**	**11**		**32.5**	**.0015**	**0**
Goochland	**All mfg.**	**1**		**4.1**	**.0002**	**0**
Grayson	**All mfg.**	**11**	**5**	**87.4**	**.0041**	**77**
Halifax	**All mfg.**	**3**	**3**	**49.0**	**.0023**	**100**
Hampton city	**All mfg.**	**42**	**10**	**426.7**	**.0198**	**63**
8062	*General medical & surgical hospitals*	*3*	*3*	*141.9*	*.0785*	*100*
Hanover	**All mfg.**	**33**	**4**	**192.7**	**.0089**	**40**
Harrisonburg city	**All mfg.**	**37**	**17**	**397.0**	**.0184**	**72**
8062	*General medical & surgical hospitals*	*1*	*1*	*55.0*	*.0304*	*100*
Henrico	**All mfg.**	**13**	**2**	**113.6**	**.0053**	**51**
Henry	**All mfg.**	**16**	**10**	**411.5**	**.0191**	**95**
2211	Cotton-weaving mills	1	1	26.6	.5452	100
2511	Wood household furniture	4	3	317.1	4.3783	99
Highland	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Hopewell city	**All mfg.**	**13**	**7**	**993.8**	**.0461**	**97**
2821	Plastics materials & synthetic resins	2	2	266.5	1.2509	100
2824	Noncellulosic synthetic organic fibers	2	2	247.1	3.5199	100
2869	Industrial organic chemicals n.e.c.	2	2	389.9	1.2224	100
Isle of Wight	**All mfg.**	**5**	**3**	**501.1**	**.0232**	**99**
2011	Meat-packing plants	2	2	482.2	1.0798	100
James City	**All mfg.**	**4**	**2**	**64.5**	**.0030**	**90**
King and Queen	**All mfg.**	**4**	**1**	**27.9**	**.0013**	**74**
King George	**All mfg.**	**6**	**2**	**104.8**	**.0049**	**82**
King William	**All mfg.**	**3**	**1**	**31.4**	**.0015**	**56**
Lancaster	**All mfg.**	**14**		**63.2**	**.0029**	**0**
Lee	**All mfg.**	**4**	**2**	**26.0**	**.0012**	**76**
Lexington city	**All mfg.**	**4**	**1**	**31.3**	**.0015**	**46**
Loudoun	**All mfg.**	**23**	**8**	**235.3**	**.0109**	**58**
Louisa	**All mfg.**	**7**	**4**	**54.8**	**.0025**	**89**
Lunenburg	**All mfg.**	**15**	**8**	**134.3**	**.0062**	**56**
Lynchburg city	**All mfg.**	**76**	**38**	**1,375.4**	**.0638**	**78**
2819	Industrial inorganic chemicals n.e.c.	1	1	57.6	.3381	100
3662	Radio & TV communication equipment	1	1	208.5	.6177	100
Madison	**All mfg.**	**5**	**1**	**23.3**	**.0011**	**36**
Manassas city	**All mfg.**	**2**		**7.5**	**.0003**	**0**
Martinsville city	**All mfg.**	**31**	**20**	**1,067.7**	**.0495**	**96**
2253	Knit-outerwear mills	3	3	222.5	5.8738	100
2321	Men's & boys' shirts & nightwear	1	1	54.4	1.5173	100
2511	Wood household furniture	5	5	139.3	1.9233	100
2824	Noncellulosic synthetic organic fibers	1	1	481.5	6.8589	100
Mathews	**All mfg.**	**1**	**1**	**5.9**	**.0003**	**100**
Mecklenburg	**All mfg.**	**21**	**14**	**223.3**	**.0104**	**89**
Middlesex	**All mfg.**	**7**		**23.3**	**.0011**	**0**
Montgomery	**All mfg.**	**18**	**10**	**231.3**	**.0107**	**83**
Nelson	**All mfg.**	**5**	**2**	**42.7**	**.0020**	**80**
New Kent	**All mfg.**	**4**		**14.5**	**.0007**	**0**
Newport News city	**All mfg.**	**38**	**21**	**1,627.2**	**.0755**	**96**
3731	Ship building & repairing	2	2	1,123.6	14.2995	100
8062	*General medical & surgical hospitals*	*4*	*4*	*122.4*	*.0677*	*100*
Norfolk city	**All mfg.**	**98**	**29**	**1,495.8**	**.0694**	**75**
2711	Newspapers	3	2	83.7	.3787	98
3079	Miscellaneous plastics products	1	1	63.4	.2661	100
3711	Motor vehicles & passenger-car bodies	1	1	393.9	.4106	100
3731	Ship building & repairing	9	6	176.0	2.2399	95
4011	*Line-haul-operating railroads*	*2*	*1*	*203.7*	*.8234*	*98*
6025	*National banks, federal reserve system*	*3*	*2*	*445.1*	*.3225*	*99*
7011	*Hotels, motels, & tourist courts*	*13*	*4*	*42.7*	*.1374*	*75*
8062	*General medical & surgical hospitals*	*6*	*6*	*334.7*	*.1852*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*80.2*	*.3005*	*100*
Northampton	**All mfg.**	**11**	**5**	**107.9**	**.0050**	**83**
Northumberland	**All mfg.**	**8**	**2**	**78.3**	**.0036**	**67**
Norton city	**All mfg.**	**5**	**1**	**52.8**	**.0024**	**50**
Nottoway	**All mfg.**	**12**	**7**	**88.3**	**.0041**	**72**
Orange	**All mfg.**	**17**	**7**	**169.1**	**.0078**	**76**
Page	**All mfg.**	**11**	**7**	**200.9**	**.0093**	**86**
2328	Men's & boys' work clothing	2	2	57.6	1.6187	100
Patrick	**All mfg.**	**8**	**5**	**77.6**	**.0036**	**87**
Petersburg city	**All mfg.**	**19**	**5**	**134.1**	**.0062**	**60**
Pittsylvania	**All mfg.**	**13**	**5**	**109.5**	**.0051**	**67**
Poquoson city	**All mfg.**	**1**		**3.2**	**.0001**	**0**
Portsmouth city	**All mfg.**	**28**	**10**	**721.1**	**.0334**	**82**
3651	Radio & TV receiving sets	1	1	333.6	4.5533	100
8062	*General medical & surgical hospitals*	*3*	*3*	*238.3*	*.1318*	*100*
Powhatan	**All mfg.**	**2**		**5.4**	**.0003**	**0**
Prince Edward	**All mfg.**	**8**	**4**	**52.0**	**.0024**	**75**
Prince George	**All mfg.**	**2**		**6.2**	**.0003**	**0**
Prince William	**All mfg.**	**22**	**4**	**308.4**	**.0143**	**76**
3679	Electronic components n.e.c.	1	1	177.2	.9059	100
Pulaski	**All mfg.**	**18**	**14**	**477.3**	**.0221**	**95**
2511	Wood household furniture	3	3	110.5	1.5257	100
Radford city	**All mfg.**	**13**	**10**	**570.6**	**.0265**	**98**
2892	Explosives	2	2	199.4	17.1497	100
3661	Telephone & telegraph apparatus	1	1	247.1	1.2984	100
Rappahannock	**All mfg.**	**1**	**1**	**11.3**	**.0005**	**100**
Richmond	**All mfg.**	**3**	**1**	**35.4**	**.0016**	**81**
Richmond city	**All mfg.**	**240**	**84**	**7,965.8**	**.3694**	**90**

1986 S&MM Est

VERMONT (cont.)

County SIC	Industry	Establishments Total	 Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship. Recpt	% In Large Estab
1211	*Bituminous-coal & lignite mining*	*1*	*1*	*136.9*	*.8425*	*100*
2052	Cookies & crackers	3	3	265.9	5.7748	100
2111	Cigarettes	2	2	3,934.7	30.2060	100
2751	Letterpress commercial printing	12	4	61.8	.6605	78
2752	Lithographic commercial printing	13	3	95.7	.7404	59
2824	Noncellulosic synthetic organic fibers	2	1	360.8	5.1395	97
2834	Pharmaceutical preparations	1	1	114.0	.5342	100
2841	Soap & other detergents	2	1	286.0	3.3079	96
2899	Chemical preparations n.e.c.	1	1	188.1	1.7671	100
3079	Miscellaneous plastics products	4	3	99.3	.4168	97
3497	Metal foil & leaf	2	1	229.7	23.1249	91
3679	Electronic components n.e.c.	1	1	131.4	.6717	100
4011	*Line-haul-operating railroads*	*3*	*2*	*1,659.8*	*6.7091*	*100*
4931	*Electric & other services combined*	*1*	*1*	*1,674.9*	*5.6632*	*100*
6025	*National banks, federal reserve system*	*7*	*4*	*608.0*	*.4406*	*96*
7011	*Hotels, motels, & tourist courts*	*22*	*6*	*69.9*	*.2250*	*58*
8062	*General medical & surgical hospitals*	*13*	*12*	*781.5*	*.4324*	*100*
Roanoke	**All mfg.**	**7**	**4**	**94.6**	**.0044**	**80**
Roanoke city	**All mfg.**	**95**	**33**	**1,510.6**	**.0701**	**81**
2844	Toilet preparations	2	2	253.0	2.0540	100
4911	*Electric services*	*1*	*1*	*1.562.6*	*1.4287*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*305.2*	*.2212*	*93*
7011	*Hotels, motels, & tourist courts*	*9*	*3*	*200.6*	*.6457*	*84*
8062	*General medical & surgical hospitals*	*3*	*2*	*138.3*	*.0765*	*98*
Rockbridge	**All mfg.**	**6**	**5**	**102.9**	**.0048**	**96**
Rockingham	**All mfg.**	**20**	**12**	**317.7**	**.0147**	**92**
2016	Poultry-dressing plants	4	4	130.4	1.9256	100
Russell	**All mfg.**	**6**	**4**	**98.3**	**.0046**	**81**
1211	*Bituminous-coal & lignite mining*	*6*	*2*	*153.3*	*.9435*	*87*
Salem city	**All mfg.**	**26**	**16**	**675.6**	**.0313**	**95**
3622	Industrial controls	1	1	191.0	3.6487	100
8062	*General medical & surgical hospitals*	*2*	*2*	*150.1*	*.0830*	*100*
Scott	**All mfg.**	**7**	**6**	**64.2**	**.0030**	**94**
Shenandoah	**All mfg.**	**30**	**14**	**312.9**	**.0145**	**76**
Smyth	**All mfg.**	**26**	**21**	**427.1**	**.0198**	**94**
8062	*General medical & surgical hospitals*	*2*	*2*	*68.9*	*.0381*	*100*
Southampton	**All mfg.**	**5**	**3**	**59.5**	**.0028**	**90**
South Boston city	**All mfg.**	**17**	**9**	**243.3**	**.0113**	**86**
Spotsylvania	**All mfg.**	**13**	**5**	**169.3**	**.0079**	**89**
Stafford	**All mfg.**	**1**		**14.4**	**.0007**	**0**
Staunton city	**All mfg.**	**11**	**1**	**78.4**	**.0036**	**52**
8062	*General medical & surgical hospitals*	*2*	*2*	*100.4*	*.0555*	*100*
Suffolk city	**All mfg.**	**38**	**9**	**581.1**	**.0269**	**71**
2065	Confectionery products	7	3	234.4	2.9825	89
3651	Radio & TV receiving sets	1	1	111.2	1.5178	100
Surry	**All mfg.**	**2**		**14.9**	**.0007**	**0**
Sussex	**All mfg.**	**8**	**3**	**89.8**	**.0042**	**59**
Tazewell	**All mfg.**	**21**	**6**	**161.1**	**.0075**	**60**
1211	*Bituminous-coal & lignite mining*	*9*	*2*	*172.4*	*1.0610*	*72*
Virginia Beach city	**All mfg.**	**30**	**10**	**339.9**	**.0158**	**78**
7011	*Hotels, motels, & tourist courts*	*20*	*2*	*34.9*	*1123*	*56*
8062	*General medical & surgical hospitals*	*1*	*1*	*57.1*	*.0316*	*100*
Warren	**All mfg.**	**10**	**5**	**246.9**	**.0115**	**95**
2823	Cellulosic man-made fibers	1	1	151.8	7.0845	100
Washington	**All mfg.**	**21**	**8**	**214.1**	**.0099**	**67**
Waynesboro city	**All mfg.**	**18**	**7**	**360.2**	**.0167**	**92**
Westmoreland	**All mfg.**	**14**	**3**	**92.4**	**.0043**	**53**
Williamsburg city	**All mfg.**	**10**	**4**	**666.6**	**.0309**	**95**
2082	Malt beverages	1	1	361.3	3.2060	100
7011	*Hotels, motels, & tourist courts*	*27*	*7*	*70.1*	*.2256*	*66*
8062	*General medical & surgical hospitals*	*2*	*2*	*87.1*	*.0482*	*100*
Winchester city	**All mfg.**	**48**	**22**	**974.4**	**.0452**	**82**
8062	*General medical & surgical hospitals*	*1*	*1*	*70.1*	*.0388*	*100*
Wise	**All mfg.**	**6**	**2**	**268.8**	**.0125**	**95**
1211	*Bituminous-coal & lignite mining*	*17*	*7*	*247.5*	*1.5232*	*75*
3312	Blast furnaces & steel mills	1	1	247.9	.8377	100
Wythe	**All mfg.**	**14**	**7**	**102.1**	**.0047**	**83**
York	**All mfg.**	**7**	**2**	**324.4**	**.0150**	**97**
STATE TOTAL	**All mfg.**	**2,234**	**916**	**40,437.5**	**1.8754**	**84**

WASHINGTON

County SIC	Industry	Establishments Total	 Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship. Recpt	% In Large Estab
Adams	**All mfg.**	**2**	**1**	**51.7**	**.0024**	**92**
Asotin	**All mfg.**	**2**		**12.1**	**.0006**	**0**
Benton	**All mfg.**	**18**	**10**	**498.1**	**.0231**	**88**
2819	Industrial inorganic chemicals n.e.c.	4	3	167.9	.9855	96
4912	*Nuclear power*	*3*	*2*	*823.9*	*2.9296*	*98*
Chelan	**All mfg.**	**26**	**9**	**409.0**	**.0190**	**81**
3334	Primary aluminum	2	1	199.8	3.6171	95
Clallam	**All mfg.**	**13**	**5**	**168.7**	**.0078**	**84**
Clark	**All mfg.**	**51**	**21**	**879.5**	**.0408**	**82**
3334	Primary aluminum	1	1	197.9	3.5827	100
8062	*General medical & surgical hospitals*	*4*	*3*	*85.4*	*.0472*	*99*
Columbia	**All mfg.**	**1**	**1**	**18.3**	**.0008**	**100**
Cowlitz	**All mfg.**	**34**	**16**	**1,242.9**	**.0576**	**93**
2421	General sawmills & planing mills	3	3	287.1	2.8300	100
2611	Pulp mills	1	1	155.0	3.3058	100
2621	Paper mills, except building paper	2	2	153.4	.7633	100
2631	Paperboard mills	1	1	200.4	2.4715	100
3334	Primary aluminum	1	1	175.0	3.1681	100
Douglas	**All mfg.**	**2**	**2**	**66.6**	**.0031**	**100**
Ferry	**All mfg.**	**1**	**1**	**12.5**	**.0006**	**100**
Franklin	**All mfg.**	**9**	**6**	**606.2**	**.0281**	**99**
2037	Frozen fruits & vegetables	2	2	217.3	2.3961	100
Grant	**All mfg.**	**8**	**4**	**269.8**	**.0125**	**95**
Grays Harbor	**All mfg.**	**33**	**15**	**749.3**	**.0348**	**91**
2436	Softwood veneer & plywood	4	4	154.4	3.5511	100
2611	Pulp mills	2	1	189.1	4.0331	93
Island	**All mfg.**	**3**	**2**	**19.4**	**.0009**	**81**
Jefferson	**All mfg.**	**1**		**2.2**	**.0001**	**0**
King	**All mfg.**	**648**	**178**	**13,744.6**	**.6374**	**84**
1629	*Heavy construction n.e.c.*	*17*	*2*	*151.6*	*.5744*	*40*
2051	Bread, cake, & related products	8	6	135.5	.8507	97
2086	Bottled & canned soft drinks	5	3	183.4	9659	90
2091	Canned & cured seafoods	11	4	511.5	28.1446	91
2329	Men's & boys' clothing n.e.c.	8	5	37.8	2.1313	88
2711	Newspapers	11	6	191.5	.8664	95
2751	Letterpress commercial printing	20	2	45.9	.4906	29
3079	Miscellaneous plastics products	22	6	85.[illegible]	.3572	53
3273	Ready-mixed concrete	8	5	91.8	1.0905	82
3312	Blast furnaces & steel mills	2	2	179.9	.6079	100
3444	Sheet-metal work	15	3	128.3	1.0826	52
3599	Machinery, except electrical, n.e.c.	25	4	105.9	9253	49
3662	Radio & TV communication equipment	11	4	723.6	2.1439	96
3693	X-ray apparatus & tubes	4	3	209.1	3.9456	98
3713	Truck & bus bodies	5	1	251.6	2.7462	92
3721	Aircraft	2	2	4,340.8	15.0090	100
3728	Aircraft equipment n.e.c.	18	4	293.4	2.4323	81
3731	Ship building & repairing	8	3	335.5	4.2698	97
3743	Railroad equipment	1	1	488.4	10.5010	100
3761	Guided missiles & space vehicles	2	2	939.6	7.1131	100
3769	Space-vehicle equipment n.e.c.	2	2	5[illegible].6	13.4958	100
3949	Sporting & athletic goods n.e.c.	7	2	68.0	1.6737	71
4911	*Electric services*	*5*	*2*	*740.4*	*.6769*	*96*
6025	*National banks, federal reserve system*	*8*	*4*	*1,808.1*	*1.3102*	*99*
7011	*Hotels, motels, & tourist courts*	*52*	*22*	*263.1*	*.8469*	*82*
7372	*Computer programming & software*	*16*	*4*	*72.3*	*.6326*	*70*
8062	*General medical & surgical hospitals*	*23*	*19*	*705.6*	*.3904*	*99*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*156.2*	*.5852*	*98*
Kitsap	**All mfg.**	**9**	**2**	**40.8**	**.0019**	**52**
8062	*General medical & surgical hospitals*	*2*	*2*	*80.6*	*.0446*	*100*
Kittitas	**All mfg.**	**8**	**1**	**58.3**	**.0027**	**23**
Klickitat	**All mfg.**	**6**	**4**	**289.6**	**.0134**	**98**
Lewis	**All mfg.**	**35**	**11**	**379.3**	**.0176**	**70**
Lincoln	**All mfg.**	[illegible]		**1.5**	**.0001**	**0**
Mason	**All mfg.**	**9**	**3**	**100.0**	**.0046**	**79**
Okanogan	**All mfg.**	**7**	**1**	**56.2**	**.0026**	**62**
Pacific	**All mfg.**	**5**	**1**	**39.6**	**.0018**	**36**
Pend Oreille	**All mfg.**	**4**		**19.2**	**.0009**	**0**
Pierce	**All mfg.**	**151**	**45**	**1,836.0**	**.0851**	**65**
2431	Millwork	10	4	65.9	1.0768	76
2711	Newspapers	4	2	69.0	.3122	92
3731	Ship building & repairing	3	1	117.9	1.5005	95
8062	*General medical & surgical hospitals*	*13*	*10*	*521.2*	*.2884*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*73.7*	*.2761*	*100*
Skagit	**All mfg.**	**22**	**8**	**1,413.2**	**.0655**	**96**
Skamania	**All mfg.**	**3**	**2**	**50.2**	**.0023**	**92**
Snohomish	**All mfg.**	**114**	**27**	**2,334.3**	**.1083**	**83**
2037	Frozen fruits & vegetables	2	1	165.2	2.2017	94
3662	Radio & TV communication equipment	4	2	194.6	.5766	98
3721	Aircraft	3	1	996.0	3.4438	99
3732	Boat building & repairing	3	1	51.9	2.3778	91
8062	*General medical & surgical hospitals*	*5*	*4*	*165.1*	*.0913*	*97*
Spokane	**All mfg.**	**122**	**37**	**1,939.7**	**.0900**	**79**
3353	Aluminum sheet, plate, & foil	1	1	485.6	9.0008	100
3573	Electronic computing equipment	3	3	286.8	.5554	100
3825	Electricity-measuring instruments	1	1	74.6	1.3393	100
4011	*Line-haul-operating railroads*	*2*	*2*	*123.9*	*.5008*	*100*
4931	*Electric & other services combined*	*3*	*1*	*296.9*	*1.0039*	*93*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	1986 S&MM Est Establishments Total	 Large	 Shipments Receipts ($ Mil.)	 % Of U.S. Ship Recpt	 % In Large Estab.
7011	*Hotels, motels, & tourist courts*	14	5	44.0	.1416	76
8062	*General medical & surgical hospitals*	11	8	335.9	.1858	98
Stevens	**All mfg.**	10	3	99.7	.0046	71
Thurston	**All mfg.**	26	9	349.3	.0162	78
8062	*General medical & surgical hospitals*	1	1	55.0	.0304	100
Wahkiakum	**All mfg.**	1	1	19.1	.0009	100
Walla Walla	**All mfg.**	15	7	373.0	.0173	98
8062	*General medical & surgical hospitals*	4	4	61.6	.0341	100
Whatcom	**All mfg.**	39	16	1,497.1	.0694	92
2431	Millwork	1	1	65.8	1.0751	100
2611	Pulp mills	1	1	168.5	3.5937	100
3334	Primary aluminum	1	1	58.7	1.0627	100
Whitman	**All mfg.**	1		1.2	.0001	0
Yakima	**All mfg.**	67	15	1,005.0	.0466	66
2033	Canned fruits & vegetables	8	4	336.6	2.2272	89
8062	*General medical & surgical hospitals*	6	5	89.8	.0497	96
STATE TOTAL	**All mfg.**	1,507	464	30,653.2	1.4216	83

WEST VIRGINIA

County SIC	Industry	Establishments Total	 Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab.
Barbour	**All mfg.**	4		9.8	.0005	0
Berkeley	**All mfg.**	24	13	347.2	.0161	88
8062	*General medical & surgical hospitals*	3	3	103.2	.0571	100
Boone	**All mfg.**	1		6.1	.0003	0
1211	*Bituminous-coal & lignite mining*	10	6	216.1	1.3299	90
Braxton	**All mfg.**	4	1	26.5	.0012	32
Brooke	**All mfg.**	14	6	205.9	.0095	75
Cabell	**All mfg.**	51	18	1,350.5	.0626	83
3356	Nonferrous rolling & drawing n.e.c.	1	1	563.3	13.0014	100
3532	Mining machinery	6	2	113.3	4.1206	82
8062	*General medical & surgical hospitals*	7	6	170.6	.0944	98
Calhoun	**All mfg.**	2	1	12.6	.0006	81
Clay	**All mfg.**	1		2.1	.0001	0
Doddridge	**All mfg.**	1		5.0	.0002	0
Fayette	**All mfg.**	7	2	211.1	.0098	94
1211	*Bituminous-coal & lignite mining*	9	5	264.2	1.6260	93
3313	Electrometallurgical products	1	1	178.3	22.5325	100
Gilmer	**All mfg.**	2	1	40.1	.0019	92
Grant	**All mfg.**	6	1	37.9	.0018	14
Greenbrier	**All mfg.**	17	4	95.1	.0044	52
7011	*Hotels, motels, & tourist courts*	2	1	49.8	.1603	97
Hampshire	**All mfg.**	2		3.2	.0001	0
Hancock	**All mfg.**	25	10	1,612.9	.0748	96
3262	Vitreous china food utensils	1	1	84.7	22.4907	100
3312	Blast furnaces & steel mills	1	1	1,146.9	3.8756	100
Hardy	**All mfg.**	4	2	37.9	.0018	76
Harrison	**All mfg.**	28	9	413.3	.0192	71
3229	Pressed & blown glass n.e.c.	2	2	81.2	1.9972	100
4923	*Gas transmission & distribution*	2	2	1,063.2	4.2599	100
Jackson	**All mfg.**	3	1	489.7	.0227	99
3353	Aluminum sheet, plate, & foil	1	1	485.6	9.0008	100
Jefferson	**All mfg.**	10	4	136.2	.0063	80
3581	Automatic merchandising machines	1	1	33.7	4.8496	100
Kanawha	**All mfg.**	75	22	2,446.0	.1134	90
1211	*Bituminous-coal & lignite mining*	13	6	315.9	1.9441	89
2824	Noncellulosic synthetic organic fibers	1	1	180.1	2.5655	100
2869	Industrial organic chemicals n.e.c.	6	4	1,290.7	4.0467	99
4922	*Natural-gas transmission*	3	1	1,794.5	3.9261	95
6025	*National banks, federal reserve system*	9	4	225.2	.1632	81
8062	*General medical & surgical hospitals*	7	5	253.2	.1401	97
Lewis	**All mfg.**	7	5	129.7	.0060	97
3229	Pressed & blown glass n.e.c.	3	3	99.4	2.4448	100
Lincoln	**All mfg.**	1		4.6	.0002	0
Logan	**All mfg.**	15	2	55.6	.0026	31
1211	*Bituminous-coal & lignite mining*	16	12	375.5	2.3109	90
McDowell	**All mfg.**	2		6.9	.0003	0
1211	*Bituminous-coal & lignite mining*	13	10	290.6	1.7884	96
Marion	**All mfg.**	30	6	343.2	.0159	69
1211	*Bituminous-coal & lignite mining*	8	6	244.5	1.5047	97
3641	Electric lamps	1	1	107.7	4.2655	100
Marshall	**All mfg.**	13	5	223.6	.0104	60
1211	*Bituminous-coal & lignite mining*	3	3	158.9	.9779	100
Mason	**All mfg.**	9	4	208.2	.0097	81
Mercer	**All mfg.**	31	7	239.4	.0111	49
8062	*General medical & surgical hospitals*	3	3	82.3	.0455	100
Mineral	**All mfg.**	11	2	82.0	.0038	28
Mingo	**All mfg.**	6		20.5	.0010	0
Monongalia	**All mfg.**	22	9	320.8	.0149	81
1211	*Bituminous-coal & lignite mining*	7	4	173.2	1.0659	91
8062	*General medical & surgical hospitals*	3	3	136.9	.0757	100
Monroe	**All mfg.**	1	1	14.6	.0007	100
Morgan	**All mfg.**	3	1	66.7	.0031	85
Nicholas	**All mfg.**	12	4	106.8	.0050	72

County SIC	Industry	1986 S&MM Est Establishments Total	 Large	 Shipments Receipts ($ Mil.)	 % Of U.S. Ship Recpt	 % In Large Estab.
Ohio	**All mfg.**	32	12	329.8	.0153	69
8062	*General medical & surgical hospitals*	1	1	83.4	.0461	100
Pendleton	**All mfg.**	3	1	28.2	.0013	73
Pleasants	**All mfg.**	3	3	524.0	.0243	100
Pocahontas	**All mfg.**	5	3	36.7	.0017	82
Preston	**All mfg.**	7	2	49.0	.0023	51
Putnam	**All mfg.**	7	1	43.7	.0020	38
Raleigh	**All mfg.**	23	[illegible]	111.6	.0052	38
1211	*Bituminous-coal & lignite mining*	17	11	268.0	1.6494	87
8062	*General medical & surgical hospitals*	6	6	161.4	.0893	100
Randolph	**All mfg.**	16	5	69.7	.0032	57
Ritchie	**All mfg.**	10	2	77.5	.0036	29
Roane	**All mfg.**	8	3	53.0	.0025	82
Taylor	**All mfg.**	8	5	131.8	.0061	93
Tucker	**All mfg.**	6	2	106.5	.0049	78
Tyler	**All mfg.**	2	1	66.7	.0031	94
Upshur	**All mfg.**	8	3	115.5	.0054	90
Wayne	**All mfg.**	11	3	161.1	.0075	75
Webster	**All mfg.**	1		2.1	.0001	0
Wetzel	**All mfg.**	10	6	1,278.5	.0593	99
2813	Industrial gases	1	1	216.9	7.9445	100
2821	Plastics materials & synthetic resins	1	1	689.2	3.2349	100
Wirt	**All mfg.**	1	1	5.8	.0003	100
Wood	**All mfg.**	52	16	1,524.4	.0707	83
2821	Plastics materials & synthetic resins	3	3	756.6	3.5513	100
3229	Pressed & blown glass n.e.c.	3	3	86.6	2.1300	100
3423	Hand & edge tools n.e.c.	1	1	141.3	4.2503	100
8062	*General medical & surgical hospitals*	2	2	93.5	.0517	100
Wyoming	**All mfg.**	2		8.8	.0004	0
1211	*Bituminous-coal & lignite mining*	9	8	308.3	1.8974	99
STATE TOTAL	**All mfg.**	650	213	14,036.1	.6509	84

WISCONSIN

County SIC	Industry	Establishments Total	 Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab.
Adams	**All mfg.**	3	1	19.2	.0009	63
Ashland	**All mfg.**	10	5	77.4	.0036	79
Barron	**All mfg.**	29	13	389.4	.0181	75
Bayfield	**All mfg.**	1		7.3	.0003	0
Brown	**All mfg.**	128	47	3,975.5	.1844	88
2621	Paper mills, except building paper	5	5	632.2	3.1458	100
2647	Sanitary paper products	7	5	1,157.9	12.4352	96
2653	Corrugated & solid fiber boxes	1	1	244.2	2.3238	100
3554	Paper-industries machinery	5	2	131.6	7.5459	86
4931	*Electric & other services combined*	1	1	415.7	1.4056	100
8062	*General medical & surgical hospitals*	3	3	117.5	.0650	100
Buffalo	**All mfg.**	1		20.2	.0010	0
Burnett	**All mfg.**	7	1	46.5	.0022	45
Calumet	**All mfg.**	26	8	544.1	.0252	77
3519	Internal-combustion engines n.e.c.	1	1	178.8	1.8027	100
Chippewa	**All mfg.**	31	11	608.3	.0282	85
8062	*General medical & surgical hospitals*	6	5	89.3	.0494	97
Clark	**All mfg.**	19	3	300.0	.0139	44
Columbia	**All mfg.**	39	10	315.2	.0146	54
Crawford	**All mfg.**	9	3	206.6	.0096	88
Dane	**All mfg.**	149	56	2,888.1	.1339	86
2011	Meat-packing plants	1	1	744.4	1.6669	100
2591	Drapery hardware & blinds & shades	1	1	93.8	7.1401	100
4931	*Electric & other services combined*	2	2	709.4	2.3986	100
7011	*Hotels, motels, & tourist courts*	19	4	50.0	.1609	59
8062	*General medical & surgical hospitals*	6	6	377.3	.2087	100
8221	*Colleges & universities n.e.c.*	1	1	82.4	.3087	100
Dodge	**All mfg.**	51	17	774.1	.0359	79
3524	Lawn & garden equipment	1	1	82.5	4.7561	100
Door	**All mfg.**	13	7	341.8	.0159	93
3731	Ship building & repairing	2	2	134.9	1.7168	100
Douglas	**All mfg.**	13	5	424.2	.0197	90
Dunn	**All mfg.**	8	2	133.1	.0062	72
Eau Claire	**All mfg.**	23	13	572.2	.0265	92
Florence	**All mfg.**	1		3.7	.0002	0
Fond du Lac	**All mfg.**	58	27	1,231.6	.0571	88
3519	Internal-combustion engines n.e.c.	2	1	385.3	3.8847	97
3694	Engine electrical equipment	1	1	38.5	.7208	100
8062	*General medical & surgical hospitals*	4	4	60.7	.0336	100
Forest	**All mfg.**	2	1	13.3	.0006	86
Grant	**All mfg.**	10	4	158.2	.0073	75
3612	Transformers	2	2	66.0	2.3368	100
Green	**All mfg.**	22	8	332.2	.0154	60
Green Lake	**All mfg.**	23	8	158.4	.0073	70
Iowa	**All mfg.**	5	3	36.1	.0017	67
Iron	**All mfg.**	2		5.9	.0003	0
Jackson	**All mfg.**	4	1	42.6	.0020	32
Jefferson	**All mfg.**	71	27	1,182.2	.0548	82
3079	Miscellaneous plastics products	7	2	36.7	.1540	68

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
WISCONSIN *(cont)*						
Juneau	**All mfg.**	**14**	**6**	**173.0**	**.0080**	**84**
Kenosha	**All mfg.**	**50**	**19**	**2,232.6**	**.1035**	**94**
3711	Motor vehicles & passenger-car bodies	2	1	1,327.2	1.3834	99
8062	*General medical & surgical hospitals*	*2*	*2*	*80.2*	*.0444*	*100*
Kewaunee	**All mfg.**	**14**	**4**	**134.6**	**.0062**	**68**
La Crosse	**All mfg.**	**50**	**16**	**692.1**	**.0321**	**78**
3585	Refrigeration & heating equipment	1	1	171.9	1.1049	100
8062	*General medical & surgical hospitals*	*2*	*1*	*99.3*	*.0549*	*97*
Lafayette	**All mfg.**	**3**	**2**	**70.2**	**.0033**	**83**
Langlade	**All mfg.**	**14**	**4**	**114.3**	**.0053**	**66**
Lincoln	**All mfg.**	**20**	**11**	**278.8**	**.0129**	**78**
Manitowoc	**All mfg.**	**74**	**29**	**1,212.9**	**.0563**	**77**
3469	Metal stampings n.e.c.	3	1	92.8	.7946	93
3842	Surgical appliances & supplies	1	1	69.6	1.0445	100
4912	*Nuclear power*	*3*	*3*	*371.3*	*1.3202*	*100*
Marathon	**All mfg.**	**66**	**28**	**1,392.9**	**.0646**	**84**
2022	Natural & processed cheese	5	3	457.2	5.4289	92
2621	Paper mills, except building paper	3	3	165.8	.8250	100
3621	Motors & generators	1	1	87.5	1.1231	100
8062	*General medical & surgical hospitals*	*2*	*2*	*70.5*	*.0390*	*100*
Marinette	**All mfg.**	**33**	**17**	**805.6**	**.0374**	**91**
2621	Paper mills, except building paper	3	3	217.1	1.0803	100
Marquette	**All mfg.**	**2**	**1**	**13.3**	**.0006**	**59**
Menominee	**All mfg.**	**1**	**1**	**33.2**	**.0015**	**100**
Milwaukee	**All mfg.**	**754**	**283**	**14,090.8**	**.6535**	**86**
2082	Malt beverages	2	2	827.4	7.3419	100
2531	Public-building & related furniture	6	3	38.6	2.3911	85
2711	Newspapers	4	3	177.5	.8030	99
2752	Lithographic commercial printing	21	5	131.9	1.0205	54
2851	Paints & allied products	6	2	188.3	1.6826	86
3079	Miscellaneous plastics products	19	6	93.7	.3933	58
3111	Leather tanning & finishing	15	9	199.2	9.7882	86
3143	Men's nonathletic footwear	1	1	64.1	2.4816	100
3317	Steel pipe & tubes	1	1	58.5	.8961	100
3325	Steel foundries n.e.c.	8	7	280.1	5.4142	97
3411	Metal cans	4	4	406.1	3.6994	100
3429	Hardware n.e.c.	1	1	178.3	1.9655	100
3443	Fabricated plate work (boiler shops)	15	5	265.3	1.9521	78
3462	Iron & steel forgings	4	3	590.3	11.1015	99
3469	Metal stampings n.e.c.	12	3	89.3	.7646	68
3519	Internal-combustion engines n.e.c.	5	4	795.7	8.0224	99
3531	Construction machinery	14	10	445.7	3.6822	93
3532	Mining machinery	4	3	207.5	7.5466	99
3536	Hoists, industrial cranes, & monorails	8	3	110.2	7.9498	85
3541	Metal-cutting machine tools	7	2	127.3	2.9211	89
3566	Speed changers, drives, & gears	4	4	252.4	13.6706	100
3569	General industrial machinery n.e.c.	13	6	175.9	3.1005	87
3599	Machinery, except electrical, n.e.c.	25	9	191.9	1.6767	77
3621	Motors & generators	7	2	108.9	1.3978	85
3622	Industrial controls	9	5	435.0	8.3098	96
3662	Radio & TV communication equipment	7	2	251.1	.7440	92
3679	Electronic components n.e.c.	8	7	91.7	.4688	98
3693	X-ray apparatus & tubes	3	2	752.1	14.1916	98
3714	Motor-vehicle parts & accessories	5	3	586.6	1.5394	99
3751	Motorcycles, bicycles, & parts	1	1	202.6	12.3778	100
3993	Signs & advertising displays	12	6	64.1	2.7048	83
4911	*Electric services*	*2*	*2*	*820.2*	*.7499*	*100*
6025	*National banks, federal reserve system*	*13*	*4*	*728.4*	*.5278*	*93*
7011	*Hotels, motels, & tourist courts*	*30*	*10*	*126.2*	*.4062*	*81*
8062	*General medical & surgical hospitals*	*20*	*18*	*1,085.0*	*.6088*	*99*
8221	*Colleges & universities n.e.c.*	*6*	*5*	*172.7*	*.6470*	*99*
Monroe	**All mfg.**	**14**	**6**	**146.5**	**.0068**	**60**
8062	*General medical & surgical hospitals*	*3*	*3*	*72.9*	*.0403*	*100*
Oconto	**All mfg.**	**23**	**7**	**183.4**	**.0085**	**65**
Oneida	**All mfg.**	**10**	**6**	**212.0**	**.0098**	**91**
Outagamie	**All mfg.**	**87**	**36**	**1,956.8**	**.0907**	**88**
2621	Paper mills, except building paper	5	4	477.9	2.3780	99
3623	Electric welding apparatus	1	1	158.7	6.5804	100
8062	*General medical & surgical hospitals*	*4*	*3*	*77.8*	*.0430*	*98*
Ozaukee	**All mfg.**	**79**	**24**	**871.6**	**.0404**	**69**
Pepin	**All mfg.**	**4**	**1**	**62.0**	**.0029**	**30**
Pierce	**All mfg.**	**8**	**5**	**103.4**	**.0048**	**84**
Polk	**All mfg.**	**21**	**4**	**135.8**	**.0063**	**23**
Portage	**All mfg.**	**21**	**11**	**448.8**	**.0208**	**89**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*45.5*	*.1817*	*100*
Price	**All mfg.**	**12**	**7**	**187.7**	**.0087**	**94**
Racine	**All mfg.**	**152**	**56**	**2,865.2**	**.1329**	**88**
2731	Book publishing	2	1	131.4	1.3387	93
2842	Polishes & sanitation goods	3	1	568.9	7.7201	99
3523	Farm machinery & equipment	2	2	114.1	1.1463	100
3531	Construction machinery	5	3	127.4	1.0525	95
3568	Power-transmission equipment n.e.c.	1	1	75.3	1.8827	100
3639	Household appliances n.e.c.	1	1	131.6	6.5203	100
8062	*General medical & surgical hospitals*	*4*	*4*	*149.7*	*.0828*	*100*
Richland	**All mfg.**	**12**	**4**	**105.4**	**.0049**	**56**
Rock	**All mfg.**	**72**	**30**	**3,092.3**	**.1434**	**93**
3554	Paper-industries machinery	1	1	85.9	4.9255	100
3711	Motor vehicles & passenger-car bodies	1	1	2,006.6	2.0915	100
8062	*General medical & surgical hospitals*	*5*	*4*	*129.1*	*.0714*	*99*
Rusk	**All mfg.**	**10**	**4**	**119.6**	**.0055**	**74**
St. Croix	**All mfg.**	**24**	**13**	**243.9**	**.0113**	**78**
Sauk	**All mfg.**	**31**	**14**	**400.1**	**.0186**	**76**
Sawyer	**All mfg.**	**1**		**2.7**	**.0001**	**0**
Shawano	**All mfg.**	**16**	**6**	**224.8**	**.0104**	**43**
Sheboygan	**All mfg.**	**103**	**40**	**1,399.4**	**.0649**	**77**
2499	Wood products n.e.c.	3	2	45.2	1.0057	97
3079	Miscellaneous plastics products	13	4	42.5	.1784	61
3431	Metal sanitary ware	1	1	102.4	11.8491	100
3621	Motors & generators	1	1	83.6	1.0730	100
8062	*General medical & surgical hospitals*	*3*	*3*	*77.1*	*.0427*	*100*
Taylor	**All mfg.**	**9**	**4**	**120.5**	**.0056**	**89**
Trempealeau	**All mfg.**	**9**	**2**	**67.8**	**.0031**	**55**
Vernon	**All mfg.**	**5**	**1**	**52.4**	**.0024**	**43**
Vilas	**All mfg.**	**6**	**1**	**29.7**	**.0014**	**42**
Walworth	**All mfg.**	**69**	**23**	**735.7**	**.0341**	**75**
Washburn	**All mfg.**	**3**		**7.0**	**.0003**	**0**
Washington	**All mfg.**	**76**	**17**	**940.2**	**.0436**	**69**
3634	Electric housewares & fans	2	2	175.8	4.5705	100
Waukesha	**All mfg.**	**318**	**76**	**3,458.5**	**.1604**	**71**
2751	Letterpress commercial printing	1	1	48.7	.5205	100
2752	Lithographic commercial printing	9	2	85.3	.6600	67
3079	Miscellaneous plastics products	13	3	61.4	.2577	50
3519	Internal-combustion engines n.e.c.	2	1	107.4	1.0828	97
3531	Construction machinery	5	2	191.6	1.5829	89
3599	Machinery, except electrical, n.e.c.	25	2	89.3	.7803	47
3612	Transformers	3	3	89.7	3.1759	100
3693	X-ray apparatus & tubes	2	1	588.7	10.7310	100
5085	*Industrial-supply distributors*	*12*	*1*	*176.9*	*.8921*	*72*
7011	*Hotels, motels, & tourist courts*	*9*	*4*	*40.0*	*.1288*	*74*
8062	*General medical & surgical hospitals*	*6*	*5*	*150.6*	*.0833*	*98*
Waupaca	**All mfg.**	**36**	**15**	**695.1**	**.0322**	**79**
2013	Sausages & other prepared meats	1	1	203.9	1.4582	100
8062	*General medical & surgical hospitals*	*4*	*4*	*56.3*	*.0311*	*100*
Waushara	**All mfg.**	**6**		**28.5**	**.0013**	**0**
Winnebago	**All mfg.**	**130**	**51**	**3,033.2**	**.1407**	**89**
2431	Millwork	5	3	150.0	2.4509	95
2621	Paper mills, except building paper	8	6	876.3	4.3605	98
2647	Sanitary paper products	2	2	263.7	2.8320	100
2732	Book printing	1	1	102.0	2.4218	100
3321	Gray-iron foundries	2	2	190.7	1.9999	100
3713	Truck & bus bodies	3	3	322.5	3.5200	100
8062	*General medical & surgical hospitals*	*2*	*2*	*80.9*	*.0448*	*100*
Wood	**All mfg.**	**47**	**21**	**1,639.9**	**.0761**	**91**
2492	Particleboard	1	1	135.4	11.0180	100
2621	Paper mills, except building paper	3	3	728.9	3.6270	100
2641	Paper coating & glazing	1	1	111.5	1.9209	100
2655	Fiber cans, drums, & similar products	1	1	101.7	6.5757	100
8062	*General medical & surgical hospitals*	*3*	*3*	*94.6*	*.0523*	*100*
STATE TOTAL	**All mfg.**	**3,268**	**1,187**	**59,622.0**	**2.7651**	**83**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

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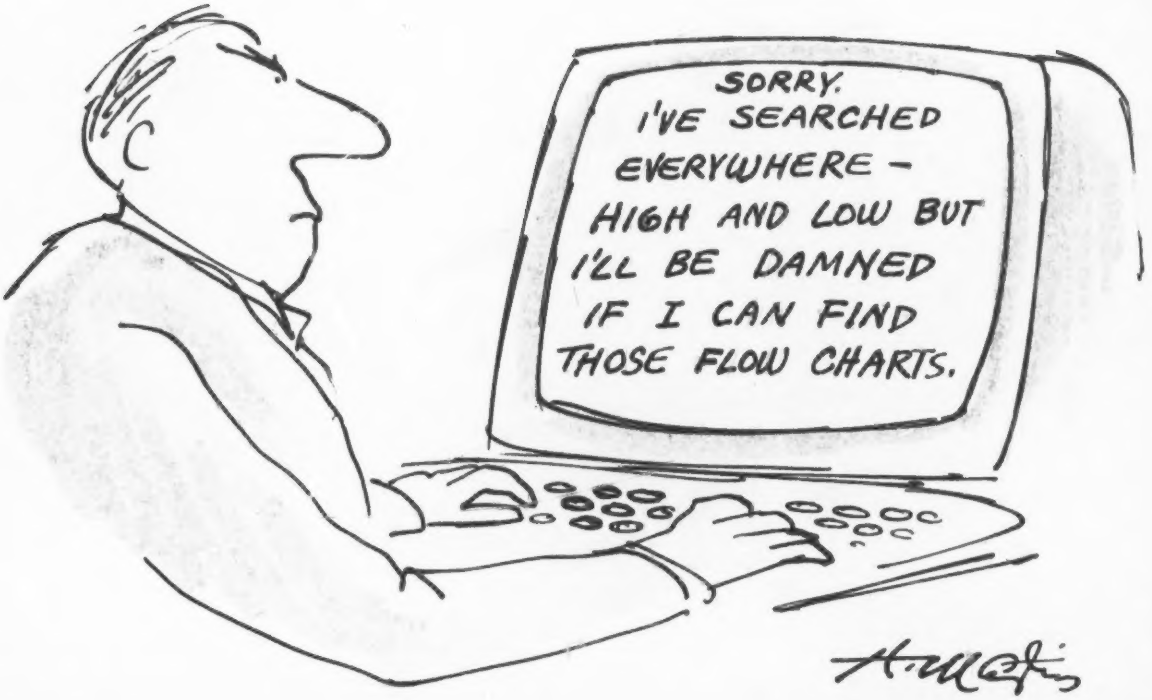
1986 S&MM Est

County SIC	Industry	Establishments Total	 Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
WYOMING						
Albany	**All mfg.**	9	1	33.4	.0015	29
Big Horn	**All mfg.**	7	1	42.4	.0020	29
Campbell	**All mfg.**	6	1	39.3	.0018	26
1211	*Bituminous-coal & lignite mining*	*12*	*6*	*331.8*	*2.0420*	*83*
Carbon	**All mfg.**	2	1	217.2	.0101	98
Converse	**All mfg.**	1		7.4	.0003	0
Crook	**All mfg.**	2		9.2	.0004	0
Fremont	**All mfg.**	3	1	49.8	.0023	55
Goshen	**All mfg.**	2	1	18.8	.0009	84
Hot Springs	**All mfg.**	1		15.8	.0007	0
Johnson	**All mfg.**	1		3.7	.0002	0
Laramie	**All mfg.**	20	9	497.7	.0231	90
8062	*General medical & surgical hospitals*	*4*	*4*	*65.6*	*.0363*	*100*
Lincoln	**All mfg.**	6	2	81.9	.0038	43
Natrona	**All mfg.**	22	6	891.8	.0414	51
Park	**All mfg.**	7	1	209.8	.0097	87
Platte	**All mfg.**	1		2.2	.0001	0
Sheridan	**All mfg.**	6		24.2	.0011	0
Sweetwater	**All mfg.**	6	4	215.9	.0100	96
2819	Industrial inorganic chemicals n.e.c.	1	1	138.6	.8136	100
Teton	**All mfg.**	2		7.5	.0003	0
7011	*Hotels, motels, & tourist courts*	*11*	*6*	*44.1*	*.1419*	*81*
Uinta	**All mfg.**	3		7.5	.0003	0
Washakie	**All mfg.**	6	2	91.5	.0042	73
Weston	**All mfg.**	3		112.3	.0052	0
STATE TOTAL	**All mfg.**	121	30	2,579.3	.1196	65
NATIONAL TOTAL	**All mfg.**	127,236	42,894	2,156,258.9	100.0000	82


SORRY.
I'VE SEARCHED EVERYWHERE – HIGH AND LOW BUT I'LL BE DAMNED IF I CAN FIND THOSE FLOW CHARTS.

Sales and Marketing Management

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Sales and Marketing MANAGEMENT

AMERICA'S BEST SALES FORCES

ARMSTRONG WORLD INDUSTRIES

AT&T BERGEN BRUNSWIG

BLACK & DECKER

LIZ CLAIBORNE

COCA-COLA

DU PONT GILLETTE IBM

KIMBERLY-CLARK MERCK

NORTHWESTERN MUTUAL XEROX

BRENDAN MC NALLY 04
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Sales and Marketing MANAGEMENT

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AMERICA'S BEST SALES FORCES

Liz Claiborne surges, Georgia-Pacific falters, and IBM and Du Pont retain their titles.

Best is a strong word. When applied in any field of endeavor, it implies a performer without equal, the crème de la crème, the king of the roost.

Unmatched excellence is also fleeting. Just ask the Chicago Bears, who looked invincible in Super Bowl XX, then watched XXI at home. Or talk to the salespeople at Georgia-Pacific who were rated tops the last time S&MM surveyed the forest products industry two years ago, but finished dead last this year. We all strive to occupy the highest ground, but there's only room for one, and it's easy to lose your footing and be displaced.

The top finishers in S&MM's Third Annual Best Sales Force Survey are the elite who, in the opinions of their peers, clung to that high ground for the longest time in 1986. Theirs were the sales forces that competitors looked up to and emulated—and plotted to conquer.

Earlier this year, S&MM sent questionnaires to approximately 1,000 sales executives from each of the 13 industries listed on the following pages and asked them to grade the 10 largest companies in their categories on each of seven different selling attributes, such as holding old accounts, quality of training, and reputation among customers. The grades given by respondents ranged from 1

(Poor) to 10 (Excellent), and the scores used to determine overall rankings represent an average of the seven individual grades each company received. Generally speaking, any grade of 7.00 or higher is considered very good to excellent in this sampling, while scores at the 4.00 level or lower are fair to poor.

S&MM returns this year to rating 10 of the same industries it examined in its first Best Sales Force Survey two years ago after rating 8 entirely different fields last year. However, one of the original categories (diversified services) has been dropped, another (textiles & apparel) has been split in two, and two new categories (life insurance and wholesale distribution) have been added.

Lucky for Liz Claiborne, Inc., that apparel was spun off into its own category. The New York City marketer of working-women's wear, which ranked tenth in revenues among rag marketers in the 1986 Fortune 500 (from which companies were chosen for this survey), would not have made it onto our questionnaire had we stuck with the old textiles & apparel category. Instead, Claiborne was allowed to shine as the unabashed star, copping scores of 8.00 and above in six of seven selling characteristics (see table on page 44). The company's average grade of 8.14 is the highest ever in Best Sales Force balloting. (Another apparel company, Kellwood, had this year's lowest rating, a 4.74.)

Respondents from the apparel sector had reason to give high praise. Claiborne's sales force—which, incredibly, seldom goes on the road—nearly doubled revenues in 1986 to $813 million, making Claiborne the fifth largest clothing company in the most recent Fortune 500.

The last winner in the textiles & apparel category, Blue Bell, has since been acquired by VF, a holding company for Vanity Fair. The

How they stack up

What the scores mean
Survey respondents were asked to rate each of the top 10 companies in their own industries in seven different selling functions (see page 44). Scores for overall rankings represent an average of the seven grades each company received.
A score of less than 4.00 is considered poor, 4.00 to 5.99 average, 6.00 to 7.50 very good, and above 7.50 excellent.

APPAREL

Rank		Score
1.	Liz Claiborne	8.14
2.	VF	6.82
3.	Cluett Peabody	6.61
4.	Levi Strauss	6.59
5.	Oxford Industries	6.56
6.	Hartmarx	6.47
7.	Phillips-Van Heusen	6.45
8.	Warnaco	5.71
9.	Interco	5.10
10.	Kellwood	4.74

ELECTRONICS

Rank		Score
1.	AT&T	6.73
2.	General Electric	6.68
3.	Texas Instruments	6.55
4.	Motorola	6.34
5.	Raytheon	6.00
6.	ITT	5.97
7.	Westinghouse	5.92
8.	TRW	5.82
9.	Litton Industries	5.75
10.	Emerson Electric	5.47

FOOD & BEVERAGES

Rank		Score
1.	Coca-Cola	7.36
2.	Pepsi-Cola	7.23
3.	Anheuser-Busch	7.18
4.	General Foods	7.07
5.	Kraft	7.01
6.	General Mills	6.72
7.	Sara Lee	6.26
8.	Ralston Purina	6.09
9.	Beatrice	5.84
10.	ConAgra	5.36

METAL PRODUCTS

Rank		Score
1.	Gillette	7.21
2.	Parker Hannifin	6.90
3.	Stanley Works	6.71
4.	CBI Industries	6.19
5.	Triangle Industries	6.14
6.	American Can	6.01
7.	Masco	5.96
8.	Crown Cork & Seal	5.91
9.	Emhart	5.57
10.	Harsco	5.39

PHARMACEUTICALS

Rank		Score
1.	Merck	7.71
2.	Johnson & Johnson	7.36
3.	Eli Lilly	7.25
4.	Pfizer	7.19
5.	SmithKline Beckman	6.98
6.	Abbott Laboratories	6.90
7.	Baxter Travenol	6.89
8.	Bristol-Myers	6.78
9.	Warner-Lambert	6.40
10.	American Home Products	6.22

CHEMICALS

Rank	Score
1. Du Pont	7.75
2. Dow Chemical	6.93
3. Celanese	6.53
4. Monsanto	6.33
5. Hercules	6.27
6. BASF	6.25
7. Union Carbide	6.12
8. American Cyanamid	5.58
9. FMC	5.33
10. W.R. Grace	5.06

COMPUTERS & OFFICE EQUIPMENT

Rank	Score
1. IBM	7.52
2. Digital Equipment Corp.	7.19
3. Hewlett-Packard	6.98
4. Apple	6.58
5. NCR	5.81
6. Wang Laboratories	5.65
7. Control Data	5.41
8. Unisys	5.38
9. Honeywell	5.06
10. Pitney Bowes	4.95

FOREST PRODUCTS

Rank	Score
1. Kimberly-Clark	6.44
2. Scott Paper	6.04
3. Champion International	5.98
4. James River Corp. of Virginia	5.84
5. Weyerhauser	5.81
6. Mead	5.66
7. Boise Cascade	5.19
8. International Paper	5.16
9. Crown Zellerbach	5.04
10. Georgia Pacific	4.86

INDUSTRIAL & FARM EQUIPMENT

Rank	Score
1. Black & Decker	6.67
2. Deere	6.64
3. Caterpillar	6.63
4. Cummins Engine	6.54
5. Teledyne	6.53
6. Baker International	6.52
7. Combustion Engineering	6.34
8. Dresser Industries	6.26
9. Ingersoll Rand	6.25
10. American Standard	6.17

LIFE INSURANCE

Rank	Score
1. Northwestern Mutual	7.26
2. Aetna	6.43
3. Connecticut General	6.39
4. New York Life	6.21
5. Travelers	6.20
6. Prudential	6.11
7. Equitable	6.02
8. John Hancock	5.69
9. Metropolitan	5.46
10. Teachers Insurance & Annuity	4.88

SCIENTIFIC & PHOTOGRAPHIC EQUIPMENT

Rank	Score
1. Xerox	7.52
2. 3M	7.34
3. Eastman Kodak	7.29
4. Polaroid	7.19
5. Tektronix	7.07
6. Perkin-Elmer	6.48
7. Lear Siegler	6.02
8. EG&G	5.90
9. General Signal	5.75
10. Becton Dickinson	5.02

WHOLESALE DISTRIBUTION

Rank	Score
1. Bergen Brunswig	7.09
2. Wetterau	7.00
3. IU International	6.82
4. Alco Standard	6.74
5. Fleming Companies	6.57
6. McKesson	6.52
7. Genuine Parts	6.46
8. Sysco	6.11
9. Price	5.71
10. Charter	5.63

TEXTILES

Rank	Score
1. Armstrong World Industries	6.44
2. Shaw Industries	6.36
3. Collins & Aikman	6.30
4. Burlington Industries	6.21
5. West Point Pepperell	6.16
6. Fieldcrest Mills	5.94
7. J.P. Stevens	5.87
8. DWG	5.56
9. Springs Industries	5.35
10. United Merchants & Manufacturers	4.94

THE BEST IN SEVEN CATEGORIES OF SELLING

(Companies, followed by scores, with highest possible score a 10)

Industry	Opening New Accounts		Holding Old Accounts		Product/ Technical Knowledge	
Apparel	Liz Claiborne	8.50	Liz Claiborne	8.63	Hartmarx	8.02
Chemicals	Du Pont	[illegible]	Du Pont	[illegible]	Du Pont	[illegible]
Computers & Office Equipment	Digital	7.05	IBM	8.23	Hewlett-Packard	7.54
Electronics	AT&T	6.71	General Electric	[illegible]	General Electric	[illegible]
Food & Beverages	Coca-Cola/ Pepsi-Cola (tie)	7.29	Kraft	7.85	Coca-Cola	7.71
Forest Products	Kimberly-Clark	6.98	Kimberly-Clark	[illegible]	Kimberly-Clark	[illegible]
Industrial & Farm Equipment	Black & Decker	6.36	Ingersoll-Rand	6.79	Caterpillar	7.31
Life Insurance	Northwestern Mutual	6.84	Northwestern Mutual	7.58	Northwestern Mutual	7.41
Metal Products	Gillette	7.00	Gillette	7.14	Parker Hannifin	7.44
Pharmaceuticals	Baxter Travenol	6.92	Merck	7.45	Merck	8.32
Scientific & Photographic Equipment	Xerox	7.94	Xerox	7.50	Tektronix	8.00
Textiles	Shaw Industries	7.27	Armstrong World Industries	6.82	Collins & Aikman	7.00
Wholesale Distribution	Bergen Brunswig	7.40	Wetterau	7.19	Genuine Parts/ Wetterau (tie)	6.82

Wyomissing, PA, company obviously picked up some of Blue Bell's good selling habits; it placed second among apparel sales forces with a score of 6.82.

Only two defending sales force champions—IBM and Du Pont—managed to retain their titles this year. The world's largest computer company has had its troubles in the PC market since we last surveyed that industry, which goes to show that even though Big Blue has faltered, it's tough to overcome the legendary reputation of its of button-down sales pros. Digital Equipment Company, whose business has blossomed in the intervening time, did give IBM a go. It took second place with a respectable 7.19 to IBM's 7.52.

Du Pont, meanwhile, proved that its formidable reputation precedes it. While 65% of respondents in the chemicals industry said they knew Du Pont "by reputation only," they felt justified in giving the Wilmington, DE, company a sweep of top honors in the survey's seven selling characteristics for an average score of 7.75. Two other companies swept their categories as well—Northwestern Mutual in life insurance and Kimberly-Clark in forest products. Kimberly-Clark's overwhelming showing follows a sixth-place finish in its last appearance in the survey.

One surprise winner was AT&T in the electronics industry. Undoubtedly, the company benefited from being placed in that category by the Fortune 500 and not in computers or telecommunications, two areas that have spelled turmoil for AT&T's selling organizations. But while Ma Bell's 6.73 average grade edged out General Electric's score of 6.68, GE scored highest for holding old accounts, product/technical knowledge, and reputation among customers—this last considered the most important attribute of sales forces according to respondents (see box at right).

While Black & Decker squeezed out a victory with a 6.67 score in the most competitive category in the survey, industrial & farm equipment, Caterpillar took the most individual honors with 7.00-plus scores in product knowledge, reputation, and quality of training.

It's interesting to note that, with sales depressed throughout the industrial equipment industry in 1986, respondents in this category awarded their peers marks that were neither very high nor low. The spread between the scores of No. 1 Black & Decker and No. 10 American Standard was a mere 0.50. By contrast, Liz Claiborne bested last-place Kellwood by a margin of 3.40 in the more volatile apparel business.

Pepsi-Cola was another one of the former Best Sales Force titlists that lost its footing at the top of the heap, being ousted by arch-nemesis Coca-Cola in the food & beverage

Reputation Among Customers		Quality of Training		Ability to Keep Top Salespeople		Innovation	
Liz Claiborne	8.52	Levi Strauss	7.50	Liz Claiborne	8.14	Liz Claiborne	8.48
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
IBM	8.42	IBM	8.42	IBM	7.81	Apple	7.32
General Electric	[illegible]	AT&T	[illegible]	[illegible]	[illegible]	Texas Instruments	6.87
Anheuser-Busch	7.72	Coca-Cola	7.25	Coca-Cola	7.08	Pepsi-Cola	7.38
Kimberly-Clark	[illegible]	Kimberly-Clark	[illegible]	Kimberly-Clark	6.07	Kimberly-Clark	[illegible]
Caterpillar	7.38	Caterpillar/ Deere (tie)	7.46	Deere	6.73	Black & Decker	7.36
Northwestern Mutual	7.50	Northwestern Mutual	7.47	Northwestern Mutual	7.41	Northwestern Mutual	6.47
Gillette	8.25	CBI Industries	6.75	Gillette	6.71	Gillette	7.63
Merck	[illegible]	Merck	[illegible]	Merck	[illegible]	Merck	[illegible]
Eastman Kodak	8.40	Xerox	8.25	3M	7.00	3M	6.94
West Point Pepperell	7.02	Armstrong World Industries	7.70	Shaw Industries	[illegible]	Collins & Aikman	6.93
Bergen Brunswig	7.38	Bergen Brunswig	7.67	Alco Standard	7.03	Bergen Brunswig	7.40

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category. Again, 1986 marketplace results back up the choice: Last year Coke replaced Pepsi as the nation's best-selling soft drink with an 18.9% market share.

One result of the food & beverage balloting that didn't make as much sense was Anheuser-Busch's designation as having the best reputation among customers—this in the face of a kickback scandal in the company's sales promotion department that culminated with the resignation of president Dennis Long. News of the scandal broke after respondents had sent in their questionnaires, fittingly showing A-B marketers just what they stood to lose with their improprieties.

Other survey highlights:

- Steepest drops from the last survey, besides Georgia-Pacific, were experienced by W.R. Grace, which fell from second to tenth in the chemicals category, and Litton Industries, which stumbled to ninth place after a No.2 finish two years ago.
- Xerox outdid 3M and Kodak in the scientific & photographic equipment industry while still in the throes of sales force restructuring.
- Apple Computer's sales force showed it has some polish, finishing a respectable fourth in its first year in the survey.
- Pharmaceutical sales forces, led by Merck, received the highest ratings overall with an average score of 6.98. At the bottom were forest products companies with a 5.60 average.

Sales managers from 13 industries have taken the time to tell us which sales forces are the best, but the best is yet to come. S&MM editors interviewed top executives at each of these companies to extract the sales methods and philosophies that lifted them to the pinnacle. Find out what these are on the following pages.

Survey respondents tell: WHAT MAKES A QUALITY SALES FORCE

Characteristics	% Saying Extremely Important
Reputation among customers	66%
Holding old accounts	62
Opening new accounts	47
Quality of training	46
Ability to keep top salespeople	45
Innovation	35
Product/technical knowledge	34

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field sales efficiency. The test is an outcome of a recent survey of branch managers seeking their opinions on what could be done to help the salespeople use their time more productively.

The use of laptops was cited most often by the managers. The second most popular suggestion was simplifying paperwork, such as complicated contracts, service agreements, and discount terms. The company hopes the salespeople's ratio of customer contact time can double from one-third to two-thirds.

Computer highlight

Small businesses overrated?

Marketers of office automation (OA) gear who target small businesses as a strong growth opportunity may find the pot of gold was overrated. A new report from CAP International, Marshfield, MA, a hi-tech researcher, projects small businesses' OA investments rising at a 9.2% compound annual growth rate in the 1986-91 period, a bit below the 15%-20% growth rates equipment marketers visualize.

Contending that "the rise of the PC clone market has been driven in large part by small businesses," senior consultant Casey Dworkin says, "Roughly half of the smallest businesses have PCs, a level that rises to over two-thirds of firms with fifty to ninety-nine employees." A CAP survey of over 1,000 small (under 100 employees) businesses found that almost one-quarter of companies with 50–99 employees plan to buy a PC in the next 12 months.

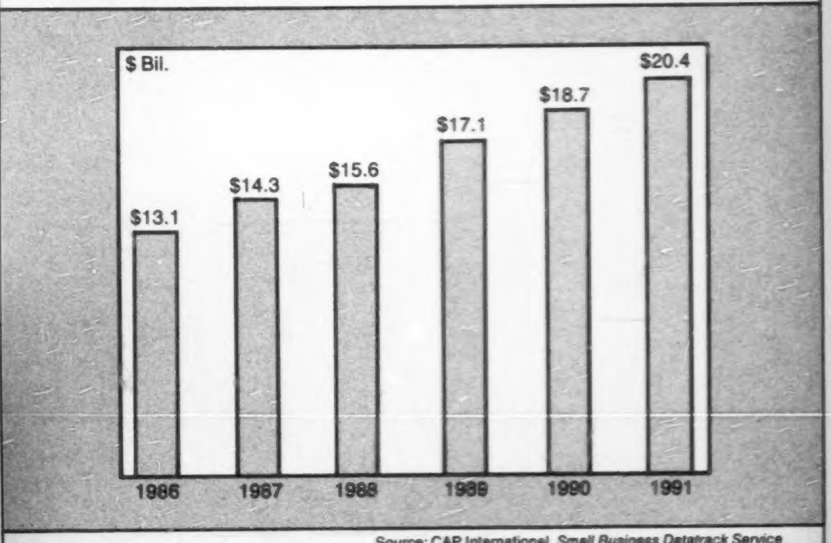
Raymond L. Boggs, director of CAP's Small Business Datatrack Service, estimates there are over 4 million such outfits, employing 51% of the total work force. OA equipment covered in CAP's survey falls in three basic categories: voice, data, and image.

PC enhances member services

The PC gives trade groups the opportunity to broaden their membership services. For example, ABCD: The Microcomputer Industry Assn., made up of computer specialty stores, has an on-line database where dealers list their excess inventory. Members access the database to buy and sell the inventory, within vendor guidelines.

More than 100 5.25-inch diskettes, containing the applications

Small businesses' office automation purchases



Source: CAP International, *Small Business Datatrack Service* and communications software, have been distributed to members, says Bernard F. Whalen, executive vice president. All a member needs is an MS-DOS PC and a Hayes or compatible 1200-baud modem. The menu-driven database can be searched by product, vendor name, state, or zip code.

Computer gap afflicts retailers and suppliers

Supermarket operators and their manufacturer-suppliers don't think much of each other's computer information systems. A *Progressive Grocer* (PG) survey finds 53% of the distributors rate their suppliers' information systems as passable vs. 10% good, 37% poor. Suppliers, in turn, consider merchants' information systems passable 49% of the time vs. 6% good, 45% poor. Walter H. Heller, PG's vice president-research, writing in A.C. Nielsen's *The Nielsen Researcher*, thinks one reason might be "deep-seated apprehension or mistrust resulting from poor communications."

The same survey reveals "manufacturers want more scanning data from retailers than they're getting," Heller adds. When asked "Who is

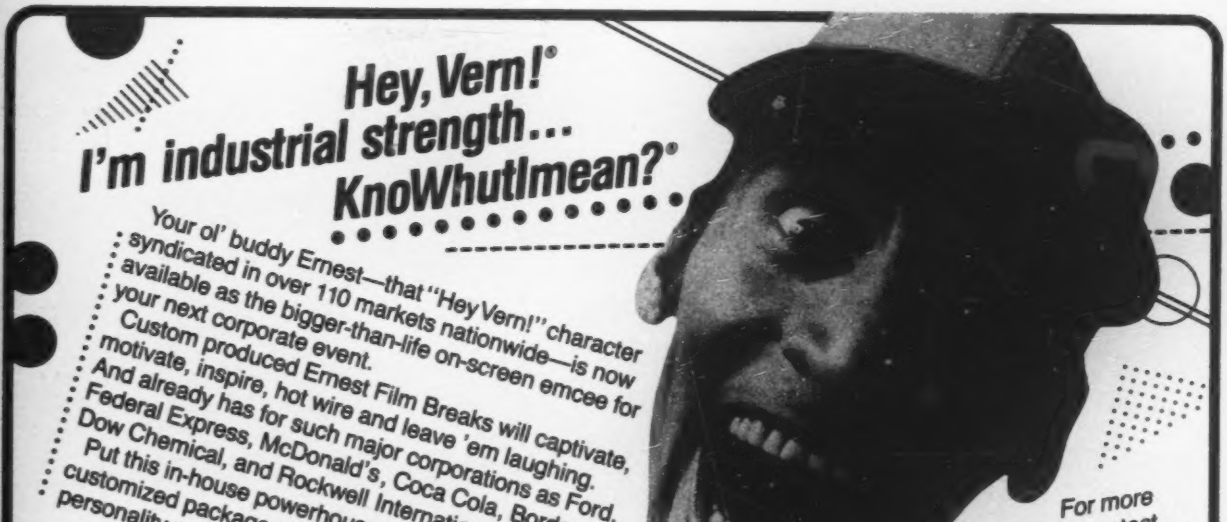
Computer highlight

PCs catch on (slowly) in sales

Sales departments still make subpar use of PCs, according to an International Data Corp. survey. Just under one out of nine sales departments had PCs at year-end 1985, a tad below the all-department average.

Department	PC Penetration
Accounting/ finance	58%
Management information systems/ data processing	41%
Research & development	32%
Engineering	30%
Others	22%
All departments	17%
Sales	**15%**
Personnel	14%
Clerical	7%

Source: International Data Corp.



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Marketing Services Manager
NAPA**

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**Henry O. Guarini, Vice President/Creative Director
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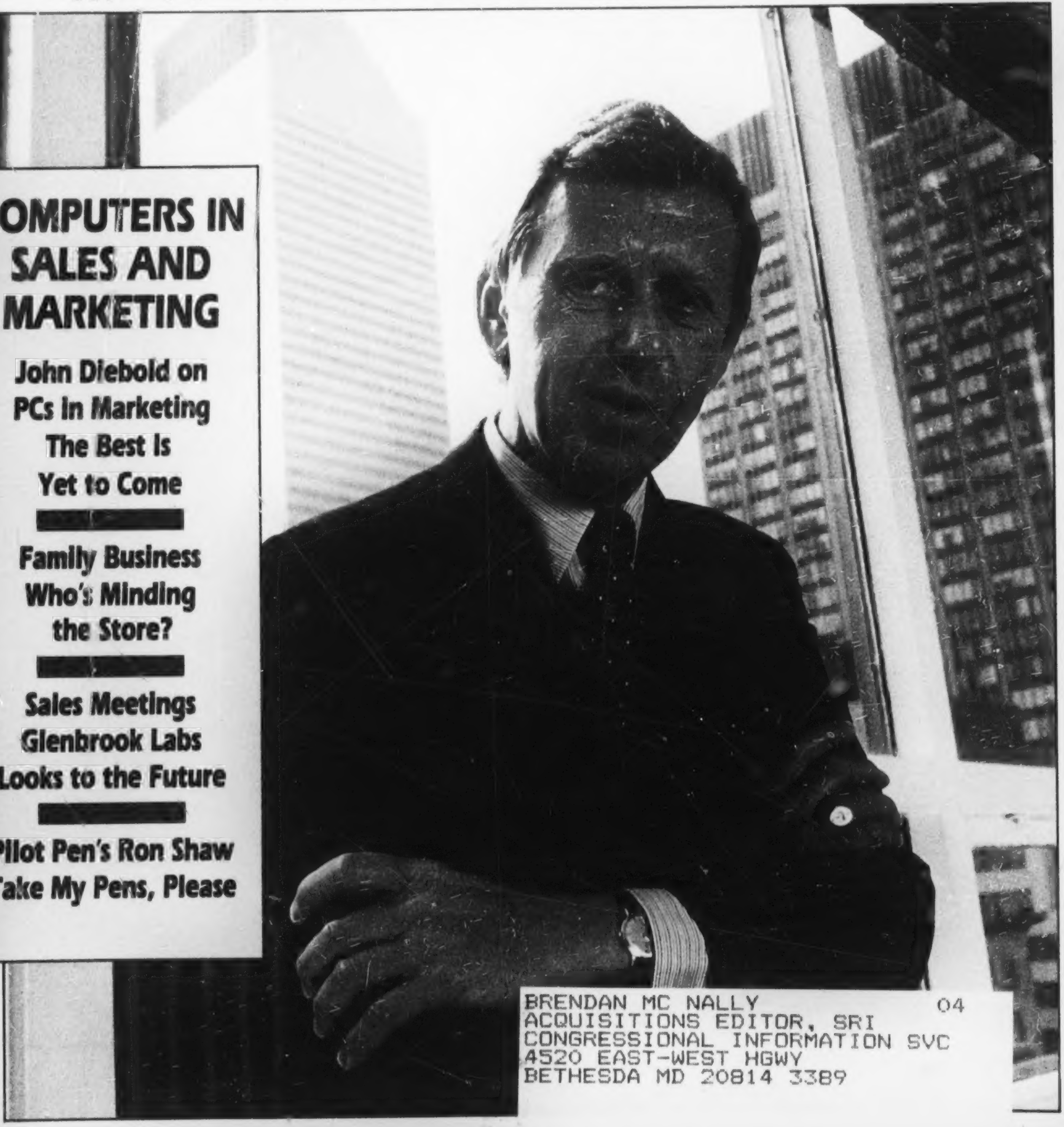
Sales and Marketing
MANAGEMENT



COMPUTERS IN SALES AND MARKETING

John Diebold on PCs in Marketing
The Best Is Yet to Come

Family Business
Who's Minding the Store?

Sales Meetings
Glenbrook Labs Looks to the Future

Pilot Pen's Ron Shaw
Take My Pens, Please

BRENDAN MC NALLY 04
ACQUISITIONS EDITOR, SRI
CONGRESSIONAL INFORMATION SVC
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Sales and Marketing MANAGEMENT

Established 1918 **Contents / July 1987**

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Cover:
This month, S&MM interviews John Diebold, who shares his thoughts on what the future holds in store for PCs and their use by salespeople and marketers.

Cover photo: Harry Benson

VOL. 139, NO. 1. S&MM **Sales and Marketing Management** ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright © 1987 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales and Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers and Magazine Publishers Assn.

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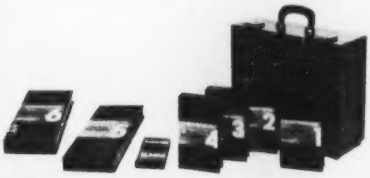

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ed a direct sales force to complement the telemarketing it previously relied on exclusively.

As Microsoft and Lotus positioned themselves to invade each other's turf, the former hiked marketing outlays 47%, the latter 37%. Apple's 30% marketing boost reflected several new products designed to sharpen its Macintosh thrust into corporate markets.

Trading sales tips via computer

Salespeople in remote field locations are always hungry for tips from their peers on successful strategems for closing difficult orders. Coin Financial, Norcross, GA, which designs and markets automation systems for loan processing, uses a computerized voice messaging system to make such tips instantly available to its 40 field sales representatives.

"We have a 'Victory' mailbox where sales reps call in and report their most effective sales tips and closing techniques," says director of sales administration Paul Shanahan. "One rep recently had a client who wanted to pay $30,000 for a product that cost $35,000. After the rep broke the $5,000 down into a cost-per-day over five years, the client agreed to the full price.

"The rep then got on our voice message system and told the story of how he made the sale. It so happened that another sales rep who was in a similar situation picked up the message and used the same method to close his sale. This kind of thing happens at least twice a month."

Coin's system is a computerized one that enables subscribers to send

Computer highlight

IBM and AT&T make a difference

The weight of IBM and AT&T in the information processing market is underscored in the first report of a new statistical service offered by the Gartner Group. The Stamford, CT, information specialists report that data processing revenues rose a modest 7.3% last year, but when IBM's 2.4% rise is scrubbed, industry revenues surged 12%.

Similarly, in telecommunications total revenues edged up only 4.4%. With AT&T's 2.5% decline out of the picture, sales climbed 8.7%.

The new service will track quarterly financial reports of 250 selected companies that, analyst Lock Pawlick claims, do 90% of the information processing business. He says the companies are those where "we have good visibility in breaking down their quarterly revenues into data processing, telecommunications, and electronic components, as well as seven data processing subsectors." Analytical emphasis will be on growth rather than market share.

Here's how Gartner sizes up the information processing complex:

	1986 Sales (Mil. $)	1986/ 1985	4 Q '86/ 4 Q '85
Industry Sectors			
Data processing	$111,339	+ 7.3%	+ 4.8%
Telecommunications	138,690	+ 4.4	+ 2.7
Electronic components	20,335	+ 4.6	+ 11.6
Total	**$270,364**	**+ 5.6%**	**+ 4.2%**
Data processing subsectors			
Mainframes	$ 17,824	+ 8.4%	+ 11.0%
Minicomputers	17,648	+ 4.7	+ 5.2
Microcomputers	7,627	+ 3.8	+ 1.3
Data communications	1,670	+ 18.9	+ 27.4
CAD/CAM/CAE	1,740	+ 14.8	+ 12.4
Software	8,154	+ 31.7	+ 29.3
Peripherals	27,954	+ 2.4	+ 4.9
Telecommunications subsectors			
Services	$110,274	+ 8.0%	+ 6.2%
Equipment	21,767	− 4.4	− 4.7

Note: Subsectors will not add up to sector totals at top because figures from some companies cannot be estimated from quarterly reports at this time.
Source: Gartner Group

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SURVEY OF BUYING POWER

SECTION A: SURVEY FEATURES

SECTION B: U.S., REGIONAL & STATE SUMMARIES AND METRO RANKINGS

SECTION C: METRO AREA, COUNTY & CITY DATA BY STATE

RENDAN MC NALLY
CQUISITIONS EDITOR, SRI
ONGRESSIONAL INFORMATION SVC
520 EAST-WEST HGWY
ETHESDA MD 20814 3389

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S&MM

Established 1929

July 1987
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Section A

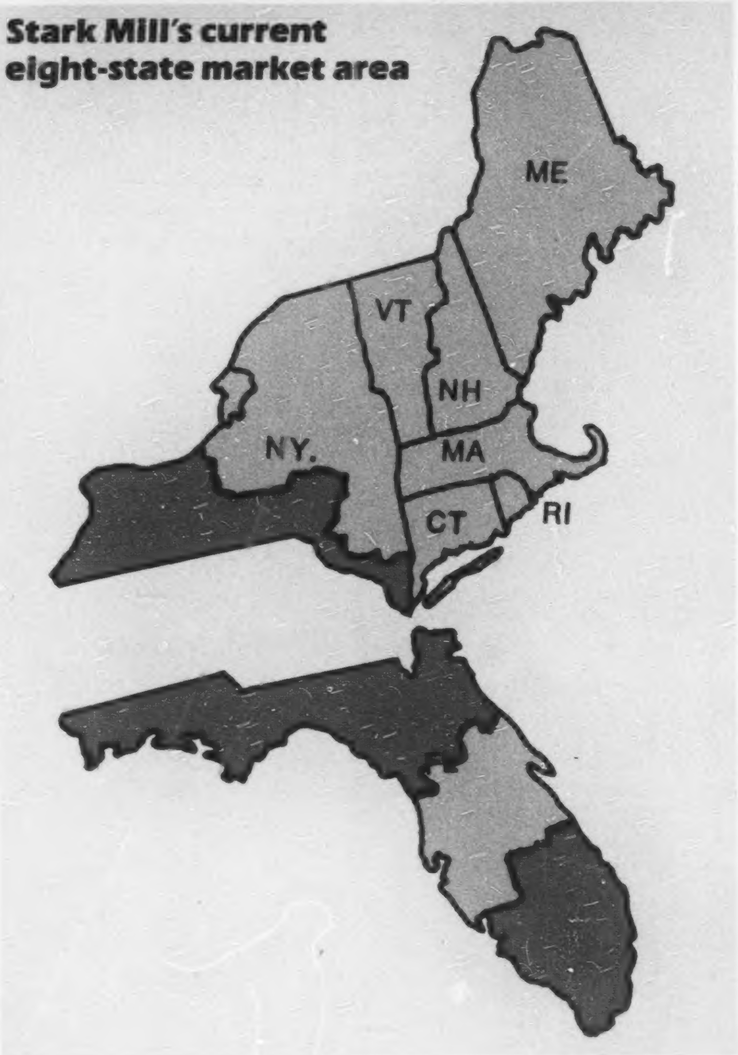
EDITORIAL FEATURES AND SURVEY HIGHLIGHTS

CANADIAN DATA?

Once again this year, Canadian data on metros and provinces are not included in the *Survey of Buying Power*. If you would like to receive updated statistics for Canada, the Market Statistics division will provide formatted data on a request basis. Inquiries should be directed to: *Bristol Voss, Librarian; Sales and Marketing Management, 633 Third Ave., New York, NY 10017*. There is no charge for this service.

Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the righthand edge of the book provide easy access to each section.

MAP 1


Stark Mill's current eight-state market area

companies, rather than directly to the public.

Lambert currently has a staff of eight salespeople, six of whom sell the full range of Stark Mill's products and printing services, while two additional salespeople have been assigned to deal strictly with the larger newspapers and publications in certain markets. Advertising is done in regional editions of industry magazines, local business publications, and newspapers. Sales for 1986 were around $45 million—$35 million from commercial sources and $10 million from industrial.

Stark Mill's management decided that in 1987 the company would expand its operations to include the remainder of the Eastern Seaboard (New Jersey, Delaware, eastern Pennsylvania, Maryland, Washington, DC, Virginia, North Carolina, South Carolina, and Georgia), and Lambert has been assigned the task of evaluating his sales force's effectiveness, mapping out sales territories for the new region, and planning an initial ad budget. Fortunately, as an S&MM reader, Lambert has used the four survey issues in the past and is familiar with how they can be utilized to help him produce the data he needs for these projects.

Performance ratios

His first step is to evaluate the performance of his sales personnel. In the past, the company has found that Population and Effective Buying Income (EBI) are fairly reliable (if somewhat general) indicators of commercial printing expenditures. Therefore, in Stark Mill's present eight-state market area, salespeople are based in metropolitan areas that allow them the easiest access to the appropriate concentrations of EBI, with population as a secondary consideration (see **Map 1**).

Lambert's six full-line salespeople are based in the following metro areas: Territory 1 - **Boston** (covering Boston and eastern Massachusetts); Territory 2 - **Hartford, CT** (covering western Connecticut and western Massachusetts); Territory 3 - **Albany, NY** (covering New York State and Vermont); Territory 4 - **Providence, RI** (covering Rhode Island and eastern Connecticut); Territory 5 - **Manchester** (covering New Hampshire and southern Maine); and Territory 6 - **Sarasota** (covering selected markets in central Florida). The two additional salespeople assigned to cover newspapers and magazines are currently based in Boston and Sarasota, bringing the total number of salespeople to eight.

Sales quotas are based on each territory's percentage of total EBI for all the metros in the six territories, with Lambert making an additional adjustment that reflects industrial (business-to-business) sales opportunities in each area. Using *Survey of Buying Power (SBP)* data, Lambert constructs the following table showing total metro-area EBI for each territory:

Territory	Total Metro EBI ($ Bil.)	% of Total
1. Boston	$63.4	26.8%
2. Hartford	62.2	26.3
3. Albany	30.3	12.8
4. Providence	14.9	6.3
5. Manchester	14.3	6.0
6. Sarasota	51.5	21.8
Total	**$236.6**	**100.0%**

This table tells him, for example, that the Hartford territory's share of the total market is 26.3%, and Lambert noted that his salesperson in this territory accounted for 28% of company sales so far in 1987, indicating above-average performance.

In addition to these commercial data, industrial sales potential as calculated from the statistics contained in S&MM's *Survey of Indus-*

trial & Commercial Buying Power (SICBP) can then be factored in, producing a different list of market share. Since a majority of company sales to industrial clients are made to large plants in SICs 2711 (Newspapers), 2721 (Periodicals), 2761 (Business forms), and 2782 (Blankbooks & binders), a combined listing of large plant and shipment totals for the counties in each territory can be compiled as follows:

Territory	Large Plants	Shipments ($ Mil.)
1. Boston	21	$816.8
2. Hartford	29	955.1
3. Albany	0	—
4. Providence	4	106.4
5. Manchester	0	—
6. Sarasota	6	400.0
Total	**60**	**$2,278.3**

According to these calculations, Lambert sees that the Hartford territory should be his strongest industri-

TABLE 1

County-level industrial data from SICBP

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U S Ship Recpt	% In Large Estab
CONNECTICUT						
Fairfield	**All mfg.**	**842**	**271**	**12,361.0**	**.5733**	**82**
2051	Bread, cake, & related products	8	4	478.5	3.0042	98
2342	Brassieres, girdles, & allied garments	6	3	52.6	5.7885	90
2711	Newspapers	17	5	128.0	.5791	78
2721	Periodicals	23	6	315.8	2.5829	73
2731	Book publishing	7	2	190.4	1.9397	85
2751	Letterpress commercial printing	25	2	64.1	.6851	46
2844	Toilet preparations	3	1	323.3	2.6247	97
3079	Miscellaneous plastics products	22	6	74.5	.3127	57
3469	Metal stampings n.e.c.	10	4	91.0	.7792	71
3482	Small-arms ammunition	1	1	110.6	6.7156	100
3511	Turbines & turbine-generator set units	2	2	76.2	2.7306	100
3519	Internal-combustion engines n.e.c.	1	1	129.0	1.3006	100
3541	Metal-cutting machine tools	9	4	105.4	2.4186	90
3562	Ball & roller bearings	3	3	120.8	3.2512	100
3573	Electronic computing equipment	20	8	621.8	1.2042	91
3579	Office machines n.e.c.	3	2	884.1	7.7699	98
3643	Current-carrying wiring devices	8	7	125.7	4.6195	98
3662	Radio & TV communication equipment	27	9	328.6	.9736	80
3679	Electronic components n.e.c.	23	10	167.7	.8573	83
3721	Aircraft	2	1	1,227.3	4.2436	100
3724	Aircraft engines & engine parts	2	2	306.1	3.4051	100
3811	Engineering & scientific instruments	9	5	61.4	1.5794	94
3823	Industrial process-control instruments	8	3	69.7	1.7466	73
3829	Measuring & controlling devices n.e.c.	10	6	177.6	0.6702	93
3832	Optical instruments & lenses	6	5	560.2	12.6958	100
3841	Surgical & medical instruments	13	5	259.6	5.1299	94
3842	Surgical appliances & supplies	8	4	84.7	1.2711	86
3861	Photographic equipment & supplies	8	4	213.4	1.8793	89
6025	*National banks, federal reserve system*	*6*	*4*	*522.8*	*.3788*	*96*
7011	*Hotels, motels, & tourist courts*	*24*	*9*	*96.6*	*.3109*	*73*
7372	*Computer programming & software*	*11*	*4*	*177.5*	*1.5531*	*90*
8062	*General medical & surgical hospitals*	*12*	*12*	*575.8*	*.3186*	*100*
Hartford	**All mfg.**	**814**	**250**	**10,945.5**	**.5076**	**81**
1629	*Heavy construction n.e.c.*	*3*	*1*	*1,042.0*	*3.9482*	*99*
2032	Canned food specialties	1	1	308.4	7.6407	100
2512	Upholstered wood household furniture	2	1	98.1	1.9495	98
2621	Paper mills, except building paper	3	2	152.6	.7593	96
2711	Newspapers	11	5	120.4	.5447	88
2751	Letterpress commercial printing	23	5	51.4	.5494	54
2752	Lithographic commercial printing	14	6	130.4	1.0089	82
3079	Miscellaneous plastics products	26	4	93.6	.3929	46
3316	Cold-rolled steel sheet, strip, & bars	2	2	76.1	1.1725	100
3423	Hand & edge tools n.e.c.	6	3	99.4	2.9899	84
3429	Hardware n.e.c.	8	4	319.0	3.5166	95
3451	Screw-machine products	22	1	76.4	3.4484	38
3471	Plating & polishing	13	4	81.0	3.3239	80
3484	Small arms	2	2	95.9	6.8623	100
3495	Wire springs	19	7	340.2	17.0006	73

Source: Sales and Marketing Management's *1987 Survey of Industrial & Commercial Buying Power.*

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al market, particularly Fairfield County, CT, which shows almost $444 million in shipments in just two of the four industrial SICs mentioned above. **Table 1** shows these data.

Data for territories that show no large plants or shipments in these SICs (Albany and Manchester) tell Lambert that sales in these areas are derived strictly from commercial sources or from smaller industrial operations, since the *Survey of Industrial & Commercial Buying Power* requires that there be an aggregate employment of 1,000 or more in a 4-digit industry for that SIC to be listed as a separate line.

Using these two tables, the mix between industrial and commercial prospects can now be calculated. For example, the Hartford territory accounts for 26.3% of metro-area EBI but 41.9% of industrial sales in the aforementioned SICs. Because commercial sales account for almost 80% of corporate sales ($35 million out of $45 million), Lambert constructs a simple weighted formula—eight parts EBI to two parts industrial shipments—multiplying these weights times the percentage of commercial and industrial market share to arrive at a balanced production quota for Hartford:

8 × 26.3 = 210.4
2 × 41.9 = 83.8
210.4 + 83.8 = 294.2
294.2 ÷ 10 = 29.4

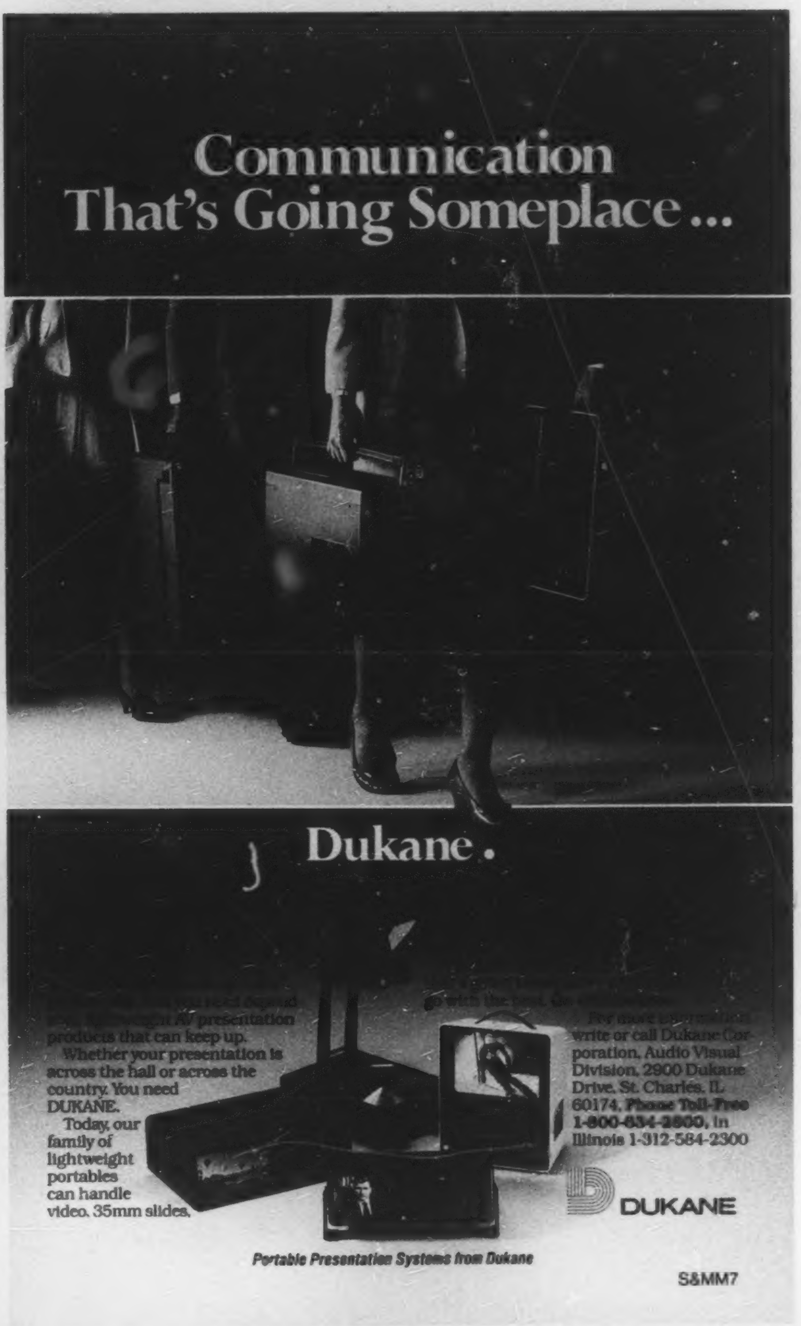
From this simple calculation, Lambert sees that the Hartford salesperson should actually be producing 29.4% of company sales, not the 28% mentioned earlier. With this information in hand, Lambert makes a note to talk to this salesperson about increasing industrial penetration in this market.

Similarly, Lambert goes through the rest of his territories, checking *SBP* data against the *SICBP* figures by using the production quota formula. Through this, he discovers that Hartford offers greater industrial opportunities than Boston, which helps explain why his Hartford salesperson is consistently a point or two higher than the Boston man. With this information in hand, Lambert decides to give some serious thought to moving one of his two specialized salespeople from the Boston territory to Hartford, where industrial opportunities are greater. He also finds that the Albany and Manchester territories are virtually devoid of large industrial customers, so he decides to have his salespeople there direct their sales efforts to the commercial side, where opportunities for expansion seem greater.

Finally, Lambert notes that Essex County, MA, currently part of the Boston territory, has six large industrial plants with $95 million in total shipments, while the Manchester territory—which lies adjacent to Essex County—has no large plants at all to call on. Lambert therefore decides to add this county to the Manchester territory, helping to even out the coverage and market share potential between the two.

Operating costs

In terms of calculating field sales expenses, Lambert relies on



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S&MM's *Survey of Selling Costs*, which provides him with a Per Diem Index figure for most of the metros in the company's six sales territories. This index shows the cost of a day's meals and lodging as a ratio of the U.S. average (100). A Per Diem Index of 110, for example, shows that a metro's selling costs are 10% higher than the national average. Index figures for the 10 metros in Stark Mill's territories range from a high of 134 in Boston to a low of 83 in the New Bedford-Fall River-Attleboro, MA metro area.

Everything seems to be in order except for the Albany territory, where the Per Diem Index is a relatively low 93. Expenses in this territory consistently rival those coming out of the Hartford sales office, a territory which contains three of the four metro areas posting Per Diem Indexes in excess of 100 (Hartford - 111, Bridgeport - 108, and Worcester - 103). Accordingly, Lambert makes a note to ask his Albany salesperson about this disparity. **Table 2** shows selling cost data for these markets.

TABLE 2

Metro area selling costs from SSC

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Bridgeport-Stamford-Norwalk-Danbury	Average $72.40 Range $41.00–$109.50	B $ 4.10 L $ 8.20 D $16.25	$100.95	5.4%	**108**	$4.75	Limo: $5.00 Taxi: $5.90 Dist.: 4 mi. SE Time: 10 min.	$43.45
Hartford-New Britain-Middletown-Bristol	Average $71.80 Range $29.00–$135.00	B $ 5.20 L $ 7.05 D $19.80	103.85	13.7	**111**	5.15	Limo: $5.00 Taxi: $18.00 Dist.: 14 mi. N Time: 15-25 min.	49.30
New Haven-Waterbury-Meriden	Average $57.70 Range $32.00–$80.00	B $ 4.95 L $ 6.30 D $18.00	86.95	9.0	**93**	5.25	Limo: None Taxi: $6.00 Dist.: 3.5 mi. SE Time: 15 min.	42.27
Tampa-St. Petersburg-Clearwater	Average $62.25 Range $24.00–$125.00	B $ 5.95 L $ 6.95 D $17.40	92.55	4.5	**99**	5.70	Limo: $3.50 Taxi: $10.00 Dist.: 5 mi. NW Time: 10-15 min.	37.30
Boston	Average $91.80 Range $46.00–$145.00	B $ 4.30 L $ 9.50 D $19.00	124.60	8.1	**134**	5.00	Limo: $5.25 Taxi: $11.00 Dist.: 3 mi. NE Time: 30-40 min.	50.28
New Bedford-Fall River-Attleboro	Average $49.35 Range $37.00–$65.00	B $ 5.00 L $ 9.10 D $13.90	77.35	6.0	**83**	4.95	Limo: None Taxi: $5.00 Dist.: 2.5 mi. N Time: 15 min.	49.63
Springfield	Average $53.20 Range $42.00–$84.00	B $ 4.35 L $ 6.75 D $14.65	78.95	4.6	**85**	5.50	Limo: $6.00 Taxi: $23.50 Dist.: 18 mi. S Time: 30 min.	44.63
Worcester-Fitchburg-Leominster	Average $66.20 Range $48.00–$95.00	B $ 4.75 L $ 6.85 D $18.50	96.30	7.4	**103**	5.50	Limo: None Taxi: $8.00 Dist.: 5 mi. W Time: 20 min.	54.00
Albany-Schenectady-Troy	Average $60.20 Range $34.00–$110.00	B $ 4.20 L $ 6.95 D $15.25	86.60	11.5	**93**	4.50	Limo: $4.90 Taxi: $9.90 Dist.: 10 mi. NW Time: 20 min.	44.98
Providence-Pawtucket-Woonsocket	Average $69.50 Range $43.00–$94.00	B $ 4.40 L $ 6.70 D $12.75	93.35	0.9	**100**	4.75	Limo: $5.75 Taxi: $14.00 Dist.: 7 mi. S Time: 15-20 min.	46.99

Source: Sales and Marketing Management's *1987 Survey of Selling Costs*.

TABLE 3

Metro area projections from SBP-II

ESTIMATES STATE METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1986–1990	12/31/90 Total Households (Thous.)	% Change 1986–1990	1990 Total EBI ($000)	% Change 1986–1990	Average Household EBI 1986	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1986–1990	Retail Sales Per Household 1986	Retail Sales Per Household 1990	1986	1990
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	3,703.1	3,738.0	.9	1,417.6	3.2	77,818,740	45.2	39,832	54,895	40,437,982	46.0	20,175	28,536	1.8604	1.7974
Essex	649.1	663.0	2.1	256.0	4.5	13,186,517	46.2	36,837	51,510	7,529,890	47.4	20,856	29,414	.3249	.3167
Middlesex	1,365.2	1,364.2	–.1	509.2	2.2	30,797,744	44.6	42,766	60,483	14,526,157	45.0	20,115	28,527	.7092	.6809
Norfolk	610.9	614.1	.5	227.6	2.9	14,117,981	44.7	44,137	62,030	7,613,559	45.5	23,660	33,451	.3375	.3250
Plymouth	437.8	465.1	6.2	163.0	8.9	8,010,726	50.1	35,663	49,146	3,984,356	52.5	17,456	24,444	.1878	.1889
Suffolk	640.1	631.6	–1.3	261.8	.9	11,705,772	43.1	31,525	44,713	6,784,020	43.3	18,245	25,913	.3010	.2859
NEW BEDFORD - FALL RIVER - ATTLEBORO	492.9	508.8	3.2	189.7	5.7	7,696,573	44.6	29,644	40,572	3,014,318	47.5	18,939	26,433	.2091	.2033
Bristol	492.9	508.8	3.2	189.7	5.7	7,696,573	44.6	29,644	40,572	3,014,318	47.5	18,939	26,433	.2091	.2033

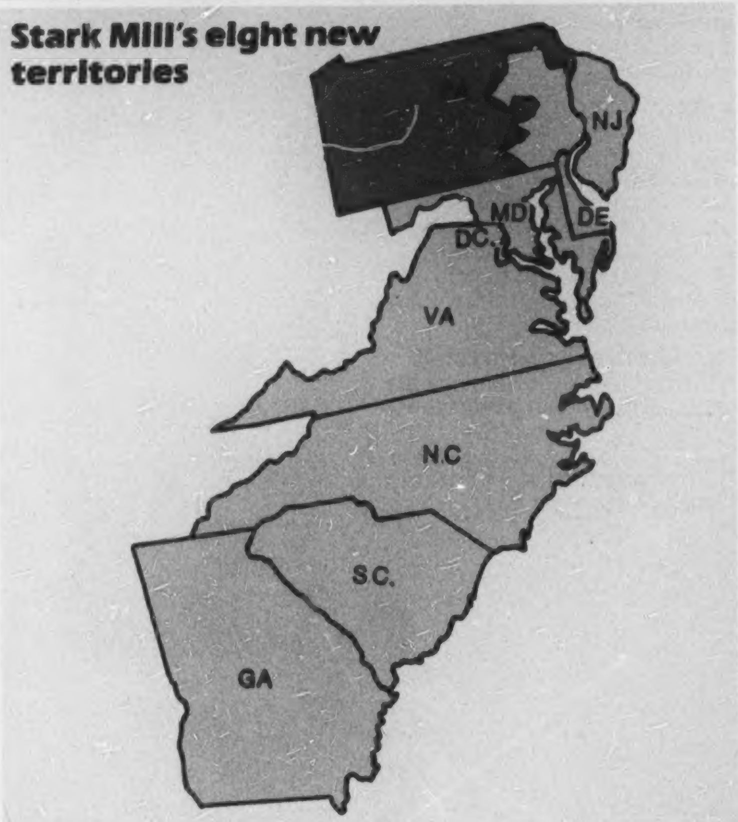
Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II.*

In addition to metro market operating costs, the *Survey of Selling Costs* also contains formulas for calculating a salesperson's cost per call, as well as a Sales Call Efficiency Index that uses the Per Diem Index to compare cost-per-call figures more equitably from one territory to another. This way, a fairer evaluation of the performance of salespeople in different territories can be achieved.

Establishing sales quotas

Next, Lambert establishes sales quotas for the upcoming year by using the metro market projections contained in S&MM's *Survey of Buying Power - Part II (SBP-II)*. Instead of arbitrarily assigning a 10% or 15% increase across the board, he uses the five-year projections for metro market EBI and compares them with current totals. In the Boston territory, for example, Lambert notes that the combined 1986 total EBI for the Boston and New Bedford metros (which make up the majority of the territory) is $63.4 billion. Then, from *SBP-II*, he takes the projected 1990 EBI for these same two metros, which is estimated to be $85.5 billion (**Table 3**), and charts an annual rate of increase, which works out to 8.7%. Combining this with reports from the field (new industrial plants under construction, gains in population within the territory, increased competition), Lambert comes up with a sales forecast for the Boston territory for 1987-88. Using similar methods, he works out sales goals for his salespeople in the remaining territories.

MAP 2



Stark Mill's eight new territories

Market expansion

With this out of the way, Lambert now turns his attention to the Eastern Seaboard, the area into which Stark Mill is scheduled to expand (**Map 2**). He begins by compiling state totals for EBI and industrial plants and shipments, producing tables similar to those done for his existing territories:

SURVEY HIGHLIGHT

Nuances of regional growth:

Region/State	1986 Pop. (Thous.)	1980 Pop. (Thous.)	% Change 1980–86	% of U.S. Pop. 1970	% of U.S. Pop. 1980	% of U.S. Pop. 1986
NEW ENGLAND	**12,820.0**	**12,386.1**	**+ 3.5%**	**5.7776%**	**5.4207%**	**5.2846%**
Connecticut	3,212.0	3,109.0	+ 3.3	1.4904	1.3606	1.3054
Maine	1,182.4	1,134.3	+ 4.2	.4827	.4964	.4827
Massachusetts	5,876.0	5,741.1	+ 2.3	2.7667	2.5126	2.4427
New Hampshire	1,025.1	935.5	+ 9.6	.3518	.4094	.4236
Rhode Island	980.5	949.6	+ 3.2	.4656	.4156	.4004
Vermont	544.0	516.6	+ 5.3	.2204	.2261	.2253
MIDDLE ATLANTIC	**37,620.4**	**36,779.6**	**+ 2.3%**	**18.1897%**	**16.0963%**	**15.6375%**
New Jersey	7,687.3	7,380.2	+ 4.2	3.5382	3.2299	3.1279
New York	17,979.6	17,526.3	+ 2.6	8.9100	7.6702	7.4954
Pennsylvania	11,953.5	11,873.1	+ 1.0	5.7415	5.1962	5.0142
EAST NORTH CENTRAL	**42,129.9**	**41,800.9**	**+ 0.8%**	**19.7614%**	**18.2938%**	**17.2499%**
Illinois	11,663.2	11,452.7	+ 1.8	5.4534	5.0122	4.7704
Indiana	5,571.9	5,512.9	+ 1.1	2.5515	2.4127	2.2443
Michigan	9,222.9	9,287.9	− 0.7	4.3786	4.0647	3.7231
Ohio	10,837.3	10,813.3	+ 0.2	5.2253	4.7324	4.5098
Wisconsin	4,834.6	4,734.1	+ 2.1	2.1526	2.0718	2.0023
WEST NORTH CENTRAL	**17,882.3**	**17,281.8**	**+ 3.5%**	**8.0157%**	**7.5633%**	**7.4226%**
Iowa	2,909.5	2,942.8	− 1.1	1.3787	1.2798	1.2410
Kansas	2,483.9	2,374.9	+ 4.6	1.1140	1.0394	1.0481
Minnesota	4,292.7	4,103.6	+ 4.6	1.8639	1.7959	1.7686
Missouri	5,149.3	4,947.9	+ 4.1	[illegible]065	2.1655	2.1077
Nebraska	1,624.6	1,579.6	+ 2.8	[illegible]263	.6913	.6831
North Dakota	701.2	657.1	+ 6.7	.3029	.2876	.2781
South Dakota	721.1	694.2	+ 3.9	.3234	.3038	.2960
SOUTH ATLANTIC	**41,220.8**	**37,481.6**	**+10.0%**	**15.1408%**	**16.4036%**	**17.1047%**
Delaware	630.1	599.4	+ 5.1	.2667	.2623	.2516
District of Columbia	620.0	628.5	− 1.4	.3720	.2751	.2820
Florida	11,740.6	10,026.0	+17.1	3.3970	4.3878	5.2327
Georgia	6,124.0	5,536.4	+10.6	2.2727	2.4230	2.4332
Maryland	4,486.3	4,236.8	+ 5.9	1.9310	1.8542	1.8063
North Carolina	6,386.6	5,930.6	+ 7.7	2.5016	2.5955	2.6147
South Carolina	3,436.4	3,157.7	+ 8.8	1.2776	1.3819	1.3671
Virginia	5,845.1	5,399.0	+ 8.3	2.2813	2.3628	2.3034
West Virginia	1,951.7	1,967.2	− 0.8	.8409	.8610	.8137
EAST SOUTH CENTRAL	**15,391.6**	**14,801.0**	**+ 4.0%**	**6.3012%**	**6.4776%**	**6.2191%**
Alabama	4,093.1	3,921.9	+ 4.4	1.6886	1.7164	1.6702
Kentucky	3,777.6	3,698.4	+ 2.1	1.5751	1.6186	1.5094
Mississippi	2,668.4	2,540.2	+ 5.0	1.0978	1.1117	1.0345
Tennessee	4,852.5	4,640.5	+ 4.6	1.9397	2.0309	2.0050
WEST SOUTH CENTRAL	**27,050.3**	**24,096.8**	**+12.2%**	**9.5812%**	**10.5458%**	**10.8066%**
Arkansas	2,404.8	2,311.3	+ 4.0	.9480	1.0116	.9827
Louisiana	4,547.0	4,251.2	+ 6.9	1.8049	1.8605	1.7780
Oklahoma	3,360.4	3,059.5	+ 9.8	1.2646	1.3389	1.4171
Texas	16,738.1	14,474.8	+15.6	5.5637	6.3348	6.6288
MOUNTAIN	**13,180.2**	**11,629.5**	**+13.3%**	**4.1056%**	**5.0895%**	**5.4456%**
Arizona	3,327.4	2,805.6	+18.6	.8847	1.2278	1.4171
Colorado	3,300.1	2,940.4	+12.2	1.0999	1.2869	1.4375
Idaho	1,036.5	963.9	+ 7.5	.3511	.4218	.3966
Montana	841.6	795.3	+ 5.8	.3370	.3480	.3598
Nevada	963.9	822.0	+17.3	.2417	.3598	.4342
New Mexico	1,494.2	1,323.1	+12.9	.5402	.5790	.5949
Utah	1,704.2	1,497.1	+13.8	.5241	.6552	.5901
Wyoming	512.3	482.1	+ 6.3	.1629	.2110	.2104
PACIFIC	**35,916.2**	**32,239.8**	**+11.4%**	**13.1268%**	**14.1094%**	**14.8294%**
Alaska	551.7	410.2	+34.5	.1519	.1795	.2122
California	27,080.8	23,979.8	+12.9	9.8653	10.4945	11.1259
Hawaii	1,077.6	979.1	+10.1	.3882	.4285	.3767
Oregon	2,726.8	2,678.4	+ 1.8	1.0374	1.1722	1.1695
Washington	4,479.3	4,192.3	+ 6.8	1.6840	1.8347	1.9451
TOTAL UNITED STATES	**243,211.7**	**228,497.1**	**+ 6.4%**	**100.0000%**	**100.0000%**	**100.0000%**

Source: Sales and Marketing Management *1971, 1981,* and *1987 Survey of Buying Power* ©Sales and Marketing Management

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SURVEY HIGHLIGHT

The top 25: Leading black metros

Metro	1986 Black Pop. (Thous.)	% of Metro Pop.
New York	2,185.5	25.6%
Chicago	1,470.9	23.9
Los Angeles-Long Beach	1,048.3	12.6
Philadelphia	940.0	19.5
Washington, DC	922.8	26.0
Detroit	909.7	20.9
Houston	623.3	19.3
Atlanta	612.0	24.1
Baltimore	571.0	24.8
New Orleans	442.3	32.8
Newark	427.0	22.5
St. Louis	425.2	17.3
Memphis	398.6	41.7
Dallas	391.4	16.5
Norfolk-Virginia Beach-Newport News	372.5	28.5
Cleveland	348.6	18.8
Miami-Hialeah	335.7	18.8
Oakland	290.5	14.9
Birmingham	261.0	28.3
Richmond-Petersburg, VA	238.9	29.2
Charlotte-Gastonia-Rock Hill	226.4	21.1
Boston-Lawrence-Salem-Lowell-Brockton	203.4	5.5
Kansas City	194.4	12.7
Jacksonville, FL	192.4	22.6
Tampa-St. Petersburg-Clearwater	191.3	10.0

Source: Sales and Marketing Management's *1987 Survey of Buying Power*
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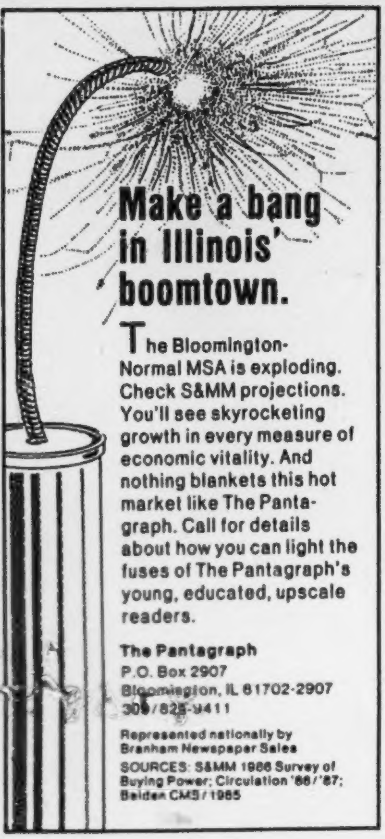
State	Total EBI ($ Bil.)	% of Total
DE	$ 7.9	.5%
Wash., DC	10.0	1.9
GA	68.1	12.9
MD	61.6	11.7
NJ	116.1	22.0
NC	66.5	12.6
Eastrn. PA	88.0	16.7
SC	33.3	6.3
VA	75.0	14.2
Total	**$526.5**	**100.0%**

State	Large Plants	Shipments ($ Mil.)
DE	0	—
Wash., DC	9	$1,157.3
GA	2	437.2
MD	30	1,233.4
NJ	14	491.5
NC	1	78.8
Eastrn. PA	11	868.9
SC	0	—
VA	2	83.7
Total	**69**	**$4,350.8**

First of all, Lambert notices that Delaware and South Carolina contain no large plants in any of the company's four targeted industrial SICs and also that their metro EBI totals are among the lowest in these prospective markets. Therefore, he decides to eliminate these two states from any new sales territories—except for marginal coverage by the closest salesperson in the area. He also makes a note to recheck the figures for these states next year to see if there is any change in their status that might warrant their inclusion in the new territories.

For the remainder of the new region, total EBI is $485.3 billion, roughly twice that of the total EBI for Stark Mill's existing sales territories ($236.6 billion). Ideally, this means that there is a commercial sales potential of $70 million in this area, with an additional $18 million possible in industrial sales. This gives Lambert a tentative sales figure of $88 million for the new territories, or nearly twice the volume generated from existing territories, which means he'll need to add at least 10 new salespeople to his roster.

The three largest metro areas—Philadelphia, Atlanta, and Wash-



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SURVEY HIGHLIGHT

Metros of the rich and famous: Leaders in the percentage of households with EBI's above $50,000

Rank	Metro	% Of Households With Income of $50,000 +	1986 Median Household EBI
1	Nassau-Suffolk	39.2%	$41,990
2	Bridgeport-Stamford-Norwalk-Danbury	38.1	39,168
3	Washington, DC	34.1	37,209
4	San Jose	33.2	37,517
5	Middlesex-Somerset-Hunterdon, NJ	31.6	37,433
6	Anchorage	31.1	34,806
7	Lake County, IL	30.8	36,405
8	Bergen-Passaic, NJ	30.6	34,860
9	Oxnard-Ventura, CA	30.4	35,502
10	Anaheim-Santa Ana	30.3	35,181
11	San Francisco	28.1	32,092
12	Trenton, NJ	27.9	32,805
13	Newark	27.8	32,145
14	Oakland	27.7	32,670
15	Hartford-New Britain-Middletown-Bristol, CT	26.4	33,235
16	Poughkeepsie, NY	25.7	33,252
17	Manchester-Nashua, NH	25.6	32,617
18	Boston	25.3	31,333
19	Honolulu	25.2	30,899
20	Midland, TX	25.0	30,867
21	New Haven-Waterbury-Meriden, CT	24.9	31,651
22	Monmouth-Ocean, NJ	24.8	30,927
23	Brazoria, TX	24.6	34,949
24	Richland-Kennewick-Pasco, WA	23.6	32,613
25	New London-Norwich, CT	23.1	31,166
	% Of All U.S. Households	**16.0%**	**$24,632**

Source: Sales and Marketing Management's *1987 Survey of Buying Power*
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ington, DC—are logical locations for new sales offices. In addition, Lambert selects Richmond, VA, and Raleigh, NC, as secondary locations. Further examination of these states' percentage of total EBI leads Lambert to also select Trenton, NJ, as the site for a sixth sales office, since the New Jersey and eastern Pennsylvania territories together account for nearly 40% of potential commercial sales.

With these locations established, Lambert then proceeds to assign individual territories to salespeople. Beginning with New Jersey and eastern Pennsylvania, he assigns two salespeople apiece to these two territories, to be based in the Trenton and Philadelphia sales offices. Next, two Washington, DC-based salespeople are assigned to Maryland and the District of Columbia, with Delaware added as a possible area of future development. A single salesperson based in the Richmond, VA, sales office will be responsible for covering the state of Virginia, and the Raleigh salesperson will handle North Carolina. The last territory, the state of Georgia, will be covered by two Atlanta-based salespeople, even though both EBI and industrial potential here are less than 15% of their respective markets. This is because this fast-growing state is larger in square miles than a majority of the other territories and Lambert feels that to cover all prospects adequately, he will need two people here.

With these territories set, Lambert can now calculate sales goals for each sales office based on the

SURVEY HIGHLIGHT

Five years of minority fluctuation: Black and Hispanic ratios in major metros

Metro	—% Black— 1981	1986	% Change	—% Hispanic— 1981	1986	% Change
New York	21.4%	25.6%	+19.6%	16.4%	19.8%	+20.7%
Los Angeles	12.7	12.6	− 0.8	28.4	31.6	+11.3
Chicago	20.1	23.9	+18.9	8.7	9.6	+10.3
Philadelphia	18.7	19.5	+ 4.3	2.5	2.7	+ 8.0
Detroit	20.3	20.9	+ 2.9	1.6	1.8	+12.5
Boston	4.8	5.5	+14.6	2.4	2.5	+ 4.2
Washington, DC	27.5	26.0	− 5.8	3.0	3.1	+ 3.3
Houston	18.1	19.3	+ 6.6	15.8	17.9	+13.3
Nassau-Suffolk, NY	6.7	6.8	+ 1.5	3.9	4.3	+10.2
Atlanta	24.2	24.1	− 0.4	1.1	1.2	+ 9.1

Source: Sales and Marketing Management's *1987 Survey of Buying Power*.
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expected potential sales of $88 million. In the case of this new region, commercial potential is roughly double that of the existing territories, while industrial prospects show an increase of around 85% in total shipment dollars. At the same time, the number of large plants for the new region total 69, just 9 more than the total for existing industrial markets. Because both commercial and industrial potential have increased almost equally, Lambert decides to retain the 8-to-2 ratio he used previously to calculate production potential.

Beginning with the New Jersey territory, he constructs the following set of balanced production quotas for the new territories:

State/Territory	Production Quota
New Jersey	19.86%
Eastrn. PA	17.36
Washington, DC	6.84
Virginia	11.74
North Carolina	10.44
Georgia	12.32

In gathering this information, Lambert uncovered a few surprises con-

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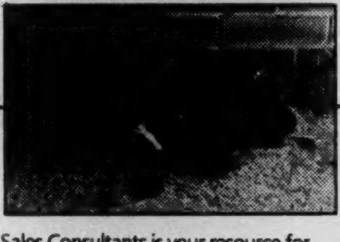

The modern sales executive is a street smart, knowledgeable, professional. Recruiting top talent takes a professional, too. Someone who understands the territory. Someone who can tell the difference between an easy smile and solid credentials.

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SURVEY HIGHLIGHT

For richer or for poorer: Median Household Effective Buying Income

for the top 10 . . .

Metro	1986 Median Household EBI
Nassau-Suffolk, NY	$41,990
Bridgeport-Stamford-Norwalk-Danbury, CT	39,168
San Jose	37,517
Middlesex-Somerset-Hunterdon, NJ	37,433
Washington, DC	37,209
Lake County, IL	36,405
Oxnard-Ventura, CA	35,502
Anaheim-Santa Ana	35,181
Brazoria, TX	34,949
Bergen-Passaic, NJ	34,860

. . . and the bottom 10 metros

Metro	1986 Median Household EBI
Tuscaloosa, AL	$18,172
Visalia-Tulare-Porterville, CA	18,022
Panama City, FL	17,303
Gadsden, AL	16,889
Las Cruces, NM	16,859
Ocala, FL	16,832
Brownsville-Harlingen, TX	16,693
Jacksonville, NC	15,915
McAllen-Edinburg-Mission, TX	15,580
Laredo, TX	15,494

Source: Sales and Marketing Management's *1987 Survey of Buying Power*

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cerning commercial vs. industrial market share. In New Jersey, for instance, where it is naturally assumed that industry is king, the state's percentage of shipments in Lambert's four targeted SICs was only 11.3%. New Jersey income, on the other hand, pulled down the largest share of EBI, with 22% of the regional total. The balance between commercial and industrial potential was more even in the eastern Pennsylvania territory, however, where EBI share was 16.7% and the share of shipments was 20%.

By far the biggest surprise was the comparative share figures in the Washington, DC, and Maryland markets, where EBI percentages showed 1.9% and 11.7% respectively. Share of selected industrial shipments figures, however, showed a whopping 26.6% for Washington and 28.3% for Maryland, indicating

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SURVEY HIGHLIGHT

The top 25: Leading Hispanic metros

Metro	1986 Hispanic Pop. (Thous.)	% of Metro Pop.
Los Angeles-Long Beach	2,624.3	31.6%
New York	1,692.6	19.8
Miami-Hialeah	744.5	41.7
San Antonio	647.6	51.8
Chicago	589.9	9.6
Houston	579.6	17.9
Riverside-San Bernardino	426.6	21.3
El Paso	385.8	69.3
San Diego	374.5	16.9
Anaheim-Santa Ana	368.9	16.9
McAllen-Edinburg-Mission, TX	315.1	87.3
San Jose	281.8	20.0
Phoenix	276.5	14.4
Dallas	257.5	10.8
Oakland	234.7	12.0
Brownsville-Harlingen, TX	213.6	84.9
Corpus Christi, TX	206.2	56.4
San Francisco	202.6	12.8
Fresno, CA	197.1	33.5
Albuquerque	188.5	39.6
Denver	179.4	10.9
Jersey City	171.3	30.8
Newark	153.4	8.1
Oxnard-Ventura, CA	151.8	24.4
Austin	149.8	20.4

Source: Sales and Marketing Management's *1987 Survey of Buying Power*.

to Lambert that industrial prospects in these typically white-collar markets present a huge potential business for Stark Mill.

With this information in hand, Lambert then calculates operating expenses using Per Diem Index and cost-per-call data from the *Survey of Selling Costs* and establishes quotas based on these statistics.

Advertising

As part of the decision to move into this new territory, Stark Mill's executives concluded that in order to attain the level of visibility necessary to compete with other printers already established in the region, they would have to allocate part of their ad budget—which had in the past been used for newspaper and magazine ads—to a nine-month "media blitz" of local TV advertising. Since many of the metro areas along the Eastern Seaboard are grouped relatively close together, their broadcast signals often overlap, with stations in Philadelphia reaching households in New Jersey and Delaware, and Washington and Baltimore stations competing for the same viewers.

To be certain that they would be getting the widest possible coverage for their media dollars, Lambert decided to do a little research using TV-market data from the *Survey of Buying Power - Part II*, which helps him select ADIs (TV markets) with little or no overlap, thereby making the most efficient use of the company ad dollars.

Checking the state-by-state listings of TV markets, he constructs the following list of ADIs, ranked according to the total number of households covered by each, since household penetration is the demographic indicator most often used by media planners:

TV Market (ADI)	Total Hshlds.
Philadelphia	2,654,600
Washington, DC	1,551,300
Atlanta	1,205,600
Baltimore	888,000
Charlotte, NC	659,300
Raleigh, NC	617,100
Greenville, SC	607,800
Harrisburg, PA	534,200
Norfolk, VA	523,000
Greensboro, NC	503,300
Wilkes-Barre, PA	428,100
Richmond, VA	416,700
Roanoke, VA	343,200
Total	**10,932,200**

From this list, Lambert then selects the markets he feels will give him the best coverage of the 11 million households in the new region. In this case, the bottom-line total of households is not necessarily the best indicator of market choice: Lambert knows that the Baltimore market—with its 888,000 households—can be covered adequately through advertising in the Philadelphia and Washington, DC ADIs since most viewers in the Baltimore ADI also receive stations from one or both of these markets. The selection of Atlanta, with its 1.2 million households, is an obvious third choice, since there are really no other large ADIs that offer this kind of coverage in the state of Georgia.

The situation that exists in the Harrisburg - York - Lancaster - Leba-

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non, PA ADI, which is only about 75 miles west of Philadelphia, is much the same as that of Baltimore. Here, Lambert's task becomes a bit more difficult, however, since he knows that some Philadelphia stations do reach into this area, although not to the extent that they do into Baltimore, northern Maryland, and Delaware. Should he sacrifice the half a million households represented by the Harrisburg ADI for coverage elsewhere? Looking down the list further, Lambert decides that he must—at least at this point—move on to ADIs in Virginia and North Carolina, since he has already allocated coverage to slightly more than half of the 11 million households in the region through his selection of the Philadelphia, Washington, DC, and Atlanta ADIs.

Selecting media coverage for the

SURVEY HIGHLIGHT

The gray majority: Counties with the highest median age

Rank	County/State	Percent of Total Population Age 50 +
1	Charlotte, FL	57.5%
2	Llano, TX	55.8
3	Pasco, FL	54.2
4	Citrus, FL	53.3
5	Sarasota, FL	51.1
6	Sierra, NM	50.7
7	Hernando, FL	48.5
8	Hamilton, TX	47.4
9	Mills, TX	47.3
9	Baxter, AR	47.3
11	Hickory, MO	47.0
12	Pinellas, FL	46.9
13	Keweenaw, MI	46.7
14	Pawnee, NE	46.2
15	Elk, KS	46.1
16	McIntosh, ND	45.7
16	Highlands, FL	45.7
18	Bosque, TX	45.6
19	Lincoln, KS	45.4
20	Coke, TX	45.3
20	Manatee, FL	45.3
22	Izard, AR	44.5
22	Loving, TX	44.5
24	Lake, FL	44.3
25	Republic, KS	44.1
	Percent of U.S. Pop.	**25.8%**

Source: Sales and Marketing Management's *1987 Survey of Buying Power*.
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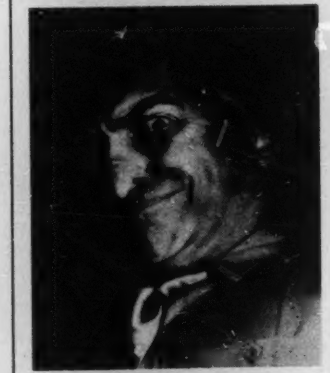

MINOLTA
NATIONAL DEALERS MEETING
NEW BRUNSWICK, NEW JERSEY

For Info Contact: Will Jordan
212-265-1652

state of Virginia presents Lambert with two problems. First, the state only accounts for 14.2% of EBI and 1.9% of selected industrial shipments, making it something of a secondary market in relation to those already chosen. Coupled with this is the fact that a majority of Virginia's households are roughly split between three different ADIs (Norfolk, Richmond, and Roanoke), which are in turn located in three distinct areas of the state. To say yes to coverage here means spreading ad dollars over three different markets that comprise only a small potential in terms of EBI and shipments. To neglect them means Lambert must sacrifice 1.2 million households in potential coverage. Much the same problem exists in North Carolina, where Charlotte, Raleigh, and Greensboro offer a total of 1.8 million ADI households and roughly the same amount of commercial and industrial potential as Virginia. The remaining two ADIs—Greenville, SC, and Wilkes-Barre, PA—represent an additional 1 million households, but given South Carolina's lack of industrial prospects and Wilkes-Barre's proximity to the Philadelphia ADI, Lambert decides to eliminate these two markets from the list. Instead, he concludes that limited coverage in the six ADIs in Virginia and North Carolina will give Stark Mill a broader recognition in smaller markets, which could be to their advantage, given the heavier competition in Washington, Philadelphia, and Atlanta.

Having selected these nine ADIs, Lambert then checks his county coverage and discovers that—with the exception of those counties covered by the Philadelphia ADI—he has neglected allocating coverage for the state of New Jersey, the majority of which is served by the New York ADI. Given the state's 20% production quota, Lambert must decide whether it would make sense to allocate additional ad dollars for this market, since New Jersey counties comprise 30% of the New York ADI.

Having made these preliminary selections, Lambert's job has been made all that easier through the help he has gotten from the data in S&MM's four survey issues. The important statistics on commercial and industrial market potential, field sales costs, quotas, and advertising allocations have allowed him to take that often difficult first step toward implementing market expansion and keeping current costs under control, something that all managers can well appreciate in this age of intense bottom-line scrutiny.

Richard Kern,
Editorial Director, S&MM Surveys

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SURVEY HIGHLIGHT

How to calculate your custom BPI

The statistics in the *Survey of Buying Power* provide you with the basic information necessary to isolate the factors that reflect a market's ability to purchase your specific product or service. The three basic areas of *Survey* data, *population*, *income*, and *retail sales*, let you define the consumer profile for your product by using **A** demographic, **B** economic, and **C** distribution-oriented figures. We will examine each of these areas individually below, to help you discover the specific data that will most effectively outline your potential customer.

A First, you must isolate the population and/or household factors that apply to your target. For example, if your product is bicycles, the 18-and-under age group would be your primary demographic indicator. If your product is a media-oriented service, you may be more concerned with an area's total household count.

B The next step is to select the income group or groups best suited for your product. If it's a premium-priced product, you may want to use only those households with incomes over $35,000.

C The third step is to select the retail outlet or store group category that parallels your own channels of distribution. General merchandise stores are the appropriate distribution channel for bicycles, although some products may have more than one possibility in this area.

Once these factors have been selected, the process for computing your custom BPI is as follows:

Step 1: For each market (region, state, metro, county, etc.) for which a BPI is desired (in this case we will use factors associated with a premium-priced line of bicycles):

Factor **A** (Demographic) =

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Factor **B** (Economic) =

$$\frac{\text{Market's Hshlds. w/Income \$35,000+}}{\text{U.S. Hshlds. w/Income \$35,000+}} = Y\%$$

Factor **C** (Distribution) =

$$\frac{\text{Market's Gen. Merch. Sales}}{\text{U.S. Gen. Merch. Sales}} = Z\%$$

Step 2: With your particular product in mind, determine the importance of each factor, and assign it a corresponding weight. For example, when dealing with premium-priced bicycles, the weighting might be as follows:

Factor **A** (Demographic)—50%
Factor **B** (Economic)—30%
Factor **C** (Distribution)—20%

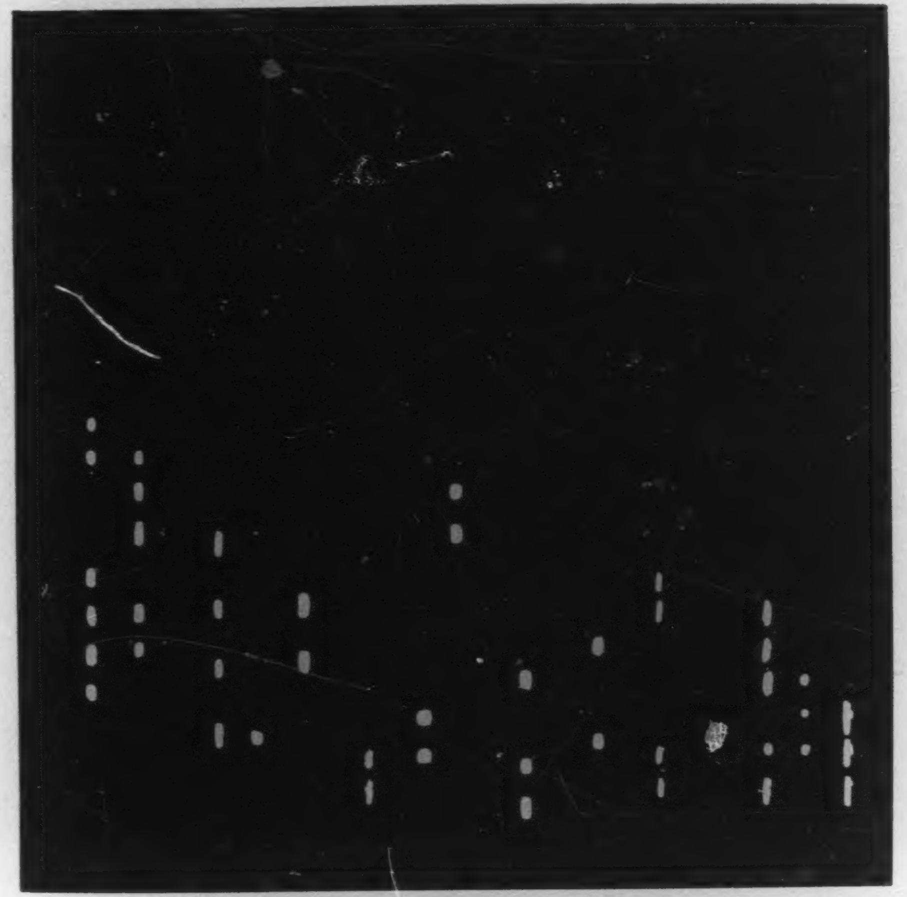
Step 3: Now you're ready to calculate the BPI:

$$\text{BPI} = \underline{.5 \times X\%} + \underline{.3 \times Y\%} + \underline{.2 \times Z\%}$$

The fractional figure you arrive at can be used as a relative indicator to compare the potential buying power of the markets you have targeted for your product. Remember, U.S. BPI = 100.0000.*

Step 4: Repeat this sequence for each market targeted. Of course, some BPIs are more complex than others. However, the same principles apply whether one, two, three, four or more factors are used in the construction of your custom BPI.

**Note: If you are selling in a limited number of markets, you can substitute the total of these markets for the U.S. total in your calculations. In this case, your BPI of 100.0000 would represent the total of just these markets.*



Section B

U.S., REGIONAL, AND STATE SUMMARIES: METROPOLITAN MARKET RANKINGS

Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the righthand edge of the book provide easy access to each section.

1986 REGIONAL AND STATE SUMMARIES OF POPULATION

S&MM ESTIMATES				Population by Age Group						
REGION State	12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Population	0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)	12/31/86 Households (Thousands)	% Of U.S.
NEW ENGLAND	**12,820.0**	**5.2712**	**33.3**	**3,094.8**	**1,475.5**	**2,218.2**	**2,450.3**	**3,581.2**	**4,738.9**	**5.2846**
Connecticut	3,212.0	1.3207	34.0	769.4	348.4	543.4	649.9	900.9	1,170.6	1.3054
Maine	1,182.4	.4862	32.7	308.1	128.8	201.3	221.3	322.9	436.9	.4872
Massachusetts	5,876.0	2.4160	33.3	1,385.5	697.9	1,024.1	1,099.8	1,668.7	2,190.4	2.4427
New Hampshire	1,025.1	.4215	32.1	261.9	116.9	187.6	200.5	258.2	379.9	.4236
Rhode Island	980.5	.4032	33.8	228.7	117.9	162.5	176.3	295.1	359.0	.4004
Vermont	544.0	.2236	31.6	141.2	65.6	99.3	102.5	135.4	202.1	.2253
MIDDLE ATLANTIC	**37,620.4**	**15.4681**	**34.1**	**9,134.3**	**4,011.4**	**6,249.5**	**7,397.5**	**10,827.7**	**14,022.3**	**15.6375**
New Jersey	7,687.3	3.1607	34.2	1,889.7	786.3	1,271.2	1,573.7	2,166.4	2,804.8	3.1279
New York	17,979.6	7.3926	33.9	4,370.4	1,907.1	3,042.6	3,583.1	5,076.4	6,721.2	7.4954
Pennsylvania	11,953.5	4.9148	34.2	2,874.2	1,318.0	1,935.7	2,240.7	3,584.9	4,496.3	5.0142
EAST NORTH CENTRAL	**42,129.9**	**17.3223**	**31.9**	**11,191.8**	**4,885.1**	**7,280.1**	**8,027.6**	**10,745.3**	**15,467.9**	**17.2499**
Illinois	11,663.2	4.7955	32.2	3,034.9	1,337.8	2,028.1	2,249.7	3,012.7	4,277.7	4.7704
Indiana	5,571.9	2.2909	31.6	1,509.3	649.1	951.9	1,065.0	1,396.6	2,012.4	2.2443
Michigan	9,222.9	3.7921	31.2	2,515.8	1,091.6	1,620.0	1,753.5	2,242.0	3,338.5	3.7231
Ohio	10,837.3	4.4559	32.2	2,851.9	1,233.5	1,854.3	2,075.9	2,821.7	4,043.9	4.5098
Wisconsin	4,834.6	1.9879	31.8	1,279.9	573.1	825.8	883.5	1,272.3	1,795.4	2.0023
WEST NORTH CENTRAL	**17,882.3**	**7.3526**	**32.3**	**4,641.2**	**2,091.2**	**3,026.7**	**3,282.2**	**4,841.0**	**6,655.9**	**7.4226**
Iowa	2,909.5	1.1963	32.5	755.3	341.0	480.4	518.8	814.0	1,112.8	1.2410
Kansas	2,483.9	1.0213	32.5	627.7	298.0	423.0	453.2	682.0	939.9	1.0481
Minnesota	4,292.7	1.7650	31.6	1,134.9	508.1	765.4	801.9	1,082.4	1,585.9	1.7686
Missouri	5,149.3	2.1172	33.2	1,308.5	574.7	844.0	976.3	1,445.8	1,890.0	2.1077
Nebraska	1,624.6	.6680	32.1	425.9	190.7	276.9	292.0	439.1	612.5	.6831
North Dakota	701.2	.2883	30.7	190.0	92.0	121.0	118.3	179.9	249.4	.2781
South Dakota	721.1	.2965	31.5	198.9	86.7	116.0	121.7	197.8	265.4	.2960
SOUTH ATLANTIC	**41,220.8**	**16.9483**	**32.9**	**10,283.2**	**4,680.3**	**7,140.3**	**8,071.0**	**11,046.0**	**15,337.8**	**17.1047**
Delaware	630.1	.2590	32.1	161.7	76.5	108.0	125.2	158.7	225.6	.2516
District of Columbia	620.0	.2550	33.1	126.2	81.8	126.7	120.3	165.0	252.9	.2820
Florida	11,740.6	4.8273	37.0	2,578.9	1,175.5	1,801.6	2,139.8	4,044.8	4,692.1	5.2327
Georgia	6,124.0	2.5179	30.9	1,696.0	706.2	1,124.5	1,231.4	1,365.9	2,181.9	2.4332
Maryland	4,486.3	1.8446	32.3	1,130.2	508.4	828.5	949.8	1,069.4	1,619.7	1.8063
North Carolina	6,386.6	2.6259	31.8	1,645.2	779.5	1,123.6	1,265.3	1,573.0	2,344.6	2.6147
South Carolina	3,436.4	1.4129	30.5	956.5	426.4	612.4	659.9	781.2	1,225.9	1.3671
Virginia	5,845.1	2.4033	31.7	1,473.0	715.6	1,087.5	1,221.5	1,347.5	2,065.4	2.3034
West Virginia	1,951.7	.8024	32.6	515.5	210.4	327.5	357.8	540.5	729.7	.8137
EAST SOUTH CENTRAL	**15,391.6**	**6.3285**	**31.7**	**4,203.7**	**1,771.4**	**2,587.3**	**2,927.3**	**3,901.9**	**5,576.7**	**6.2191**
Alabama	4,093.1	1.6829	31.7	1,122.2	469.9	675.5	778.9	1,046.6	1,497.7	1.6702
Kentucky	3,777.6	1.5532	31.5	1,028.3	440.9	647.9	711.6	948.9	1,353.5	1.5094
Mississippi	2,668.4	1.0972	30.4	796.0	311.6	422.5	474.9	663.4	927.6	1.0345
Tennessee	4,852.5	1.9952	32.4	1,257.2	549.0	841.4	961.9	1,243.0	1,797.9	2.0050
WEST SOUTH CENTRAL	**27,050.3**	**11.1222**	**30.8**	**7,528.9**	**3,224.5**	**4,804.7**	**5,130.8**	**6,361.4**	**9,690.3**	**10.8066**
Arkansas	2,404.8	.9888	33.1	645.9	251.7	377.2	443.7	686.3	881.2	.9827
Louisiana	4,547.0	1.8696	29.8	1,330.3	563.5	791.7	832.8	1,028.7	1,594.3	1.7780
Oklahoma	3,360.4	1.3817	32.4	874.7	384.8	565.7	642.2	893.0	1,270.7	1.4171
Texas	16,738.1	6.8821	30.4	4,678.0	2,024.5	3,070.1	3,212.1	3,753.4	5,944.1	6.6288
MOUNTAIN	**13,180.2**	**5.4192**	**30.3**	**3,703.0**	**1,589.2**	**2,471.4**	**2,501.8**	**2,914.8**	**4,883.0**	**5.4456**
Arizona	3,327.4	1.3681	31.6	888.4	388.7	581.8	617.3	851.2	1,270.7	1.4171
Colorado	3,300.1	1.3569	30.5	848.7	416.3	695.3	664.0	675.8	1,289.0	1.4375
Idaho	1,036.5	.4262	29.9	312.1	117.1	183.3	190.7	233.3	355.6	.3966
Montana	841.6	.3460	31.3	228.3	96.5	152.7	159.0	205.1	322.7	.3598
Nevada	963.9	.3963	32.3	237.6	108.8	186.2	212.1	219.2	393.8	.4392
New Mexico	1,494.2	.6144	29.7	443.5	177.0	267.0	283.7	323.0	533.4	.5949
Utah	1,704.2	.7007	26.2	596.0	219.3	301.0	279.5	308.4	529.1	.5901
Wyoming	512.3	.2106	29.1	148.4	65.5	104.1	93.5	98.8	188.7	.2104
PACIFIC	**35,916.2**	**14.7676**	**31.9**	**8,972.3**	**4,239.9**	**6,911.9**	**7,120.8**	**8,671.3**	**13,297.6**	**14.8294**
Alaska	551.7	.2269	28.0	166.2	70.1	132.8	119.5	63.1	190.3	.2122
California	27,080.8	11.1346	32.0	6,705.1	3,219.4	5,173.3	5,393.9	6,589.1	9,976.6	11.1259
Hawaii	1,077.6	.4431	30.5	284.7	136.7	215.0	208.7	232.5	337.8	.3767
Oregon	2,726.8	1.1212	32.2	685.9	294.5	529.4	520.9	696.1	1,048.7	1.1695
Washington	4,479.3	1.8418	31.8	1,130.4	519.2	861.4	877.8	1,090.5	1,744.2	1.9451
TOTAL UNITED STATES	**243,211.7**	**100.0000**	**32.2**	**62,753.2**	**27,968.5**	**42,690.1**	**46,909.3**	**62,890.6**	**89,670.4**	**100.0000**

1986 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

S&MM ESTIMATES	$$					Households by Effective Buying Income Group				
REGION State	1986 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Under $10,000 (Thousands)	$10,000–$19,999 (Thousands)	$20,000–$34,999 (Thousands)	$35,000–$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**181,309,157**	**6.0808**	**14,143**	**38,260**	**28,542**	**709.2**	**933.3**	**1,230.9**	**863.0**	**1,002.5**
Connecticut	51,976,685	1.7432	16,182	44,402	33,723	138.1	190.1	280.7	228.8	332.9
Maine	12,650,507	.4243	10,699	28,955	21,695	83.5	117.1	129.6	64.2	42.5
Massachusetts	84,748,947	2.8423	14,423	38,691	28,977	336.5	416.9	556.4	407.4	473.2
New Hampshire	13,701,988	.4596	13,366	36,067	28,338	50.8	77.6	105.8	71.5	74.2
Rhode Island	12,472,989	.4183	12,721	34,744	25,936	62.9	75.4	97.3	63.4	60.0
Vermont	5,758,041	.1931	10,585	28,491	21,447	37.4	56.2	61.1	27.7	19.7
MIDDLE ATLANTIC . . .	**509,853,234**	**17.0992**	**13,553**	**36,360**	**26,486**	**2,447.0**	**2,897.9**	**3,633.7**	**2,401.0**	**2,642.7**
New Jersey	116,085,968	3.8932	15,101	41,388	31,273	393.7	495.9	678.1	527.7	709.4
New York	251,898,226	8.4481	14,010	37,478	26,550	1,213.8	1,369.5	1,656.8	1,124.9	1,356.2
Pennsylvania	141,869,040	4.7579	11,868	31,552	23,968	839.5	1,032.5	1,298.8	748.4	577.1
EAST NORTH CENTRAL	**512,182,037**	**17.1774**	**12,157**	**33,113**	**25,579**	**2,746.7**	**3,299.8**	**4,357.9**	**2,792.5**	**2,271.0**
Illinois	153,596,607	5.1512	13,169	35,906	27,323	738.3	839.7	1,128.3	794.8	776.6
Indiana	62,354,942	2.0913	11,191	30,985	24,382	355.0	463.1	599.2	349.9	245.2
Michigan	111,664,328	3.7449	12,107	33,447	26,056	595.8	690.3	921.7	619.1	511.6
Ohio	128,034,367	4.2940	11,814	31,661	24,665	749.8	887.9	1,168.0	712.1	526.1
Wisconsin	56,531,793	1.8960	11,693	31,487	24,483	307.8	418.8	540.7	316.6	211.5
WEST NORTH CENTRAL	**211,903,467**	**7.1067**	**11,850**	**31,837**	**23,400**	**1,287.2**	**1,569.0**	**1,833.5**	**1,074.7**	**891.5**
Iowa	32,727,334	1.0976	11,248	29,410	21,837	228.5	281.9	327.8	167.0	107.6
Kansas	32,010,294	1.0735	12,887	34,057	24,603	167.4	215.1	257.1	156.7	143.6
Minnesota	52,996,789	1.7774	12,346	33,417	25,470	275.4	348.2	439.9	282.9	239.5
Missouri	59,326,093	1.9897	11,521	31,389	23,084	382.3	443.6	499.9	300.2	264.0
Nebraska	19,052,522	.6390	11,728	31,106	22,446	123.0	150.4	170.5	91.7	76.9
North Dakota	8,207,710	.2752	11,705	32,910	23,915	45.7	58.8	68.4	41.2	35.3
South Dakota	7,582,725	.2543	10,515	28,571	19,482	64.9	71.0	69.9	35.0	24.6
SOUTH ATLANTIC	**483,124,663**	**16.2030**	**11,720**	**31,499**	**23,374**	**2,927.9**	**3,642.3**	**4,132.8**	**2,350.8**	**2,284.0**
Delaware	7,984,995	.2678	12,673	35,394	26,477	36.2	46.7	61.4	41.1	38.2
District of Columbia .	9,998,993	.3353	16,127	39,537	24,753	49.0	54.3	62.0	36.0	51.6
Florida	142,227,438	4.7700	12,114	30,312	22,260	914.5	1,198.2	1,237.0	663.7	678.7
Georgia	68,084,208	2.2834	11,118	31,204	23,495	439.4	495.3	572.9	344.1	330.2
Maryland	61,620,028	2.0666	13,735	38,044	30,687	213.5	291.3	423.8	311.2	379.9
North Carolina	66,957,529	2.2456	10,484	28,558	21,141	495.0	614.3	672.4	332.9	230.0
South Carolina	33,264,601	1.1157	9,680	27,135	20,419	279.3	321.6	349.5	168.6	106.9
Virginia	74,970,524	2.5144	12,826	36,298	27,757	308.3	422.6	551.0	362.8	420.7
West Virginia	18,016,347	.6042	9,231	24,690	18,615	192.7	196.0	202.8	90.4	47.8
EAST SOUTH CENTRAL	**147,886,548**	**4.9597**	**9,608**	**26,519**	**19,265**	**1,458.6**	**1,422.4**	**1,444.8**	**726.9**	**524.0**
Alabama	39,037,591	1.3092	9,537	26,065	19,072	402.7	377.3	385.0	196.0	136.7
Kentucky	36,799.727	1.2342	9,742	27,189	19,482	347.3	345.1	354.0	183.8	123.3
Mississippi	22,416,391	.7518	8,401	24,166	17,111	279.0	247.7	225.8	102.3	72.8
Tennessee	49,632,839	1.6645	10,228	27,606	20,426	429.6	452.3	480.0	244.8	191.2
WEST SOUTH CENTRAL	**298,917,943**	**10.0250**	**11,050**	**30,847**	**22,542**	**2,093.7**	**2,252.0**	**2,513.0**	**1,485.4**	**1,346.2**
Arkansas	22,938,394	.7693	9,539	26,031	18,352	235.2	240.5	225.0	104.3	76.2
Louisiana	44,705,885	1.4993	9,832	28,041	20,689	411.8	363.7	401.5	233.0	184.3
Oklahoma	36,153,371	1.2125	10,759	28,452	20,814	294.0	318.5	339.4	179.7	139.1
Texas	195,120,293	6.5439	11,657	32,826	24,272	1,152.7	1,329.3	1,547.1	968.4	946.6
MOUNTAIN	**147,429,321**	**4.9443**	**11,186**	**30,192**	**23,475**	**883.6**	**1,191.8**	**1,385.5**	**781.5**	**640.6**
Arizona	37,979,813	1.2737	11,414	29,889	22,948	235.7	318.1	353.5	198.8	164.6
Colorado	42,761,967	1.4341	12,958	33,175	26,397	199.6	282.7	361.4	228.6	216.7
Idaho	9,999,506	.3354	9,647	28,120	21,264	70.9	96.0	104.3	50.8	33.6
Montana	8,327,861	.2793	9,895	25,807	19,762	74.4	88.8	93.0	41.6	24.9
Nevada	12,203,153	.4092	12,660	30,988	25,002	61.0	95.0	112.8	66.5	58.5
New Mexico	14,484,104	.4858	9,694	27,154	20,003	126.3	140.4	140.1	70.8	55.8
Utah	15,535,491	.5210	9,116	29,362	23,862	86.1	131.2	165.7	87.5	58.6
Wyoming	6,137,426	.2058	11,980	32,525	26,888	29.6	39.6	54.7	36.9	27.9
PACIFIC	**489,114,431**	**16.4039**	**13,618**	**36,782**	**27,346**	**2,114.3**	**2,785.7**	**3,387.3**	**2,283.3**	**2,727.0**
Alaska	8,144,445	.2732	14,762	42,798	32,624	26.2	33.2	41.6	33.9	55.4
California	380,811,129	12.7716	14,062	38,170	28,227	1,529.3	2,037.8	2,479.7	1,727.2	2,202.6
Hawaii	13,430,295	.4504	12,463	39,758	29,221	43.4	70.8	85.6	61.2	76.8
Oregon	30,126,288	1.0104	11,048	28,727	22,306	205.0	265.0	305.0	160.4	113.3
Washington	56,602,274	1.8983	12,636	32,452	25,535	310.4	378.9	475.4	300.6	278.9
TOTAL UNITED STATES	**2,981,720,801**	**100.0000**	**12,260**	**33,252**	**24,632**	**16,668.2**	**19,994.2**	**23,919.4**	**14,759.1**	**14,329.5**

1986 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES				Retail Sales by Store Group						Sales/Advertising Indexes		
REGION State	1986 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**97,592,211**	**6.6112**	**20,594**	**19,671,741**	**10,531,256**	**10,148,699**	**4,123,663**	**20,980,471**	**2,877,028**	**125**	**6.0781**	**115**
Connecticut	24,490,994	1.6591	20,922	4,937,213	2,461,621	2,634,230	1,199,909	5,425,020	658,368	126	1.6335	124
Maine	8,049,992	.5453	18,425	1,821,980	713,846	719,460	239,630	1,795,543	230,525	112	.4730	97
Massachusetts	46,333,956	3.1388	21,153	8,890,277	5,552,095	4,922,365	1,921,148	9,668,020	1,455,046	130	2.8460	118
New Hampshire	8,568,993	.5805	22,556	1,887,343	745,416	890,181	375,858	1,938,516	191,475	138	.4883	116
Rhode Island	6,195,993	.4197	17,259	1,267,350	677,678	717,219	247,929	1,220,919	247,977	104	.4157	103
Vermont	3,952,283	.2678	19,556	867,578	380,600	265,244	139,189	932,453	93,637	120	.2216	99
MIDDLE ATLANTIC	**224,482,793**	**15.2071**	**16,009**	**48,019,084**	**21,143,464**	**24,354,415**	**13,162,387**	**46,213,702**	**8,009,828**	**98**	**16.2052**	**105**
New Jersey	52,987,961	3.5896	18,892	11,166,189	4,463,614	5,280,814	3,224,632	11,875,473	1,607,031	114	3.6555	116
New York	102,542,772	6.9465	15,257	22,451,496	10,560,932	10,776,532	6,523,204	18,560,077	3,919,925	94	7.7864	105
Pennsylvania	68,952,060	4.6710	15,335	14,401,399	6,119,118	8,297,069	3,414,551	15,778,152	2,482,872	95	4.7633	97
EAST NORTH CENTRAL	**243,767,615**	**16.5134**	**15,760**	**46,279,113**	**23,779,163**	**30,457,789**	**12,111,234**	**57,120,880**	**10,002,239**	**95**	**17.0071**	**98**
Illinois	66,088,064	4.4769	15,449	11,984,982	6,335,253	7,604,588	3,454,198	15,333,490	2,906,900	93	4.8778	102
Indiana	33,167,097	2.2469	16,481	6,369,292	3,171,433	3,888,904	1,488,948	8,123,318	1,483,925	98	2.1778	95
Michigan	55,686,490	3.7724	16,680	10,115,464	5,270,678	7,115,317	2,851,375	13,713,223	2,351,903	99	3.7626	99
Ohio	62,937,420	4.2635	15,564	12,773,226	6,320,989	8,646,671	3,034,342	14,232,627	2,538,469	96	4.3172	97
Wisconsin	25,888,544	1.7537	14,419	5,036,149	2,680,810	3,202,309	1,282,371	5,718,222	721,042	88	1.8717	94
WEST NORTH CENTRAL	**108,252,604**	**7.3333**	**16,264**	**22,052,296**	**9,319,217**	**13,387,507**	**4,804,994**	**27,167,038**	**3,024,860**	**100**	**7.2239**	**98**
Iowa	16,025,201	1.0856	14,401	3,666,644	1,357,199	1,899,583	691,626	3,846,500	496,752	91	1.1137	93
Kansas	14,803,088	1.0028	15,750	3,172,212	1,210,043	1,767,953	728,149	3,875,425	412,066	98	1.0420	102
Minnesota	28,044,113	1.8998	17,683	5,327,096	2,418,280	3,481,211	1,221,387	6,773,743	755,526	108	1.8116	103
Missouri	31,872,680	2.1591	16,864	6,597,049	2,776,871	4,251,511	1,276,243	8,136,650	848,085	102	2.0660	98
Nebraska	9,215,145	.6242	15,045	1,769,929	896,168	1,118,497	536,078	2,189,686	263,475	93	.6403	96
North Dakota	4,329,848	.2934	17,361	734,551	320,102	481,254	193,404	1,360,257	105,079	102	.2833	98
South Dakota	3,962,529	.2684	14,930	784,815	340,554	387,498	158,107	984,777	143,877	91	.2670	90
SOUTH ATLANTIC	**253,773,354**	**17.1913**	**16,546**	**49,589,374**	**23,799,603**	**28,527,544**	**14,156,060**	**64,895,189**	**9,075,936**	**101**	**16.6485**	**98**
Delaware	4,503,995	.3051	19,965	831,283	378,224	633,070	237,999	1,036,609	143,770	118	.2773	107
District of Columbia	3,392,998	.2299	13,416	591,240	746,449	312,719	212,707	196,095	171,265	90	.2876	113
Florida	78,835,837	5.3405	16,802	14,698,055	7,875,750	8,497,480	4,592,396	21,813,234	2,851,279	111	4.9526	103
Georgia	36,683,723	2.4851	16,813	7,048,044	3,432,128	4,347,430	1,877,930	9,342,020	1,244,600	99	2.3908	95
Maryland	30,205,991	2.0462	18,649	5,718,377	2,667,324	3,454,164	1,674,217	7,642,708	1,041,968	111	2.0160	109
North Carolina	36,513,521	2.4735	15,573	7,520,153	3,189,034	3,825,260	2,087,693	9,240,250	1,330,513	94	2.3901	91
South Carolina	18,270,303	1.2377	14,904	3,960,182	1,677,767	1,885,223	993,888	4,335,681	622,355	88	1.2117	86
Virginia	35,450,337	2.4015	17,164	7,013,370	3,136,438	4,189,977	2,073,884	8,821,567	1,296,923	100	2.4582	102
West Virginia	9,916,649	.6718	13,590	2,208,670	696,489	1,382,221	405,346	2,467,025	373,263	84	.6642	83
EAST SOUTH CENTRAL	**79,003,229**	**5.3518**	**14,167**	**17,167,376**	**6,714,592**	**10,208,117**	**3,861,825**	**19,126,773**	**3,151,457**	**85**	**5.3511**	**85**
Alabama	19,147,695	1.2971	12,785	4,178,303	1,543,937	2,279,955	961,178	4,894,933	781,520	77	1.3803	82
Kentucky	18,796,671	1.2733	13,887	4,175,502	1,742,182	2,338,451	853,922	4,170,307	805,784	82	1.3097	84
Mississippi	12,224,603	.8281	13,179	2,832,400	869,106	1,673,703	556,498	2,931,505	501,140	75	.8438	77
Tennessee	28,834,260	1.9533	16,038	5,981,171	2,559,367	3,916,008	1,490,227	7,122,028	1,063,013	98	1.8173	91
WEST SOUTH CENTRAL	**159,264,034**	**10.7890**	**16,435**	**35,143,787**	**16,086,319**	**19,290,213**	**7,975,436**	**33,817,511**	**4,337,816**	**97**	**10.4736**	**94**
Arkansas	11,733,828	.7949	13,316	2,618,929	966,142	1,599,393	496,379	2,384,176	352,330	80	.8208	83
Louisiana	24,425,849	1.6547	15,321	5,804,961	2,452,413	3,032,069	1,291,602	4,410,082	931,320	89	1.6200	87
Oklahoma	19,692,426	1.3340	15,497	4,207,632	2,008,848	2,455,576	1,032,677	4,330,919	475,066	97	1.2829	93
Texas	103,411,931	7.0054	17,397	22,512,265	10,658,916	12,203,175	5,154,778	22,692,334	2,579,100	102	6.7499	98
MOUNTAIN	**79,275,565**	**5.3704**	**16,235**	**17,712,759**	**8,177,762**	**8,753,530**	**4,276,253**	**15,829,301**	**2,598,216**	**99**	**5.1674**	**95**
Arizona	19,271,796	1.3055	15,166	4,461,607	2,004,471	2,196,314	1,079,099	3,828,073	796,079	95	1.3022	93
Colorado	22,288,659	1.5099	17,291	4,779,100	2,557,033	2,525,135	1,296,891	4,260,686	523,590	111	1.4413	106
Idaho	4,990,538	.3381	14,034	1,176,140	463,847	434,792	241,523	1,121,179	224,747	79	.3544	83
Montana	4,716,766	.3196	14,617	1,116,523	478,691	420,262	251,611	928,867	182,054	92	.3048	88
Nevada	7,518,225	.5093	19,091	1,589,367	746,779	961,738	353,732	1,457,879	269,598	129	.4367	110
New Mexico	8,554,751	.5795	16,038	1,860,629	872,841	905,192	418,628	1,871,992	246,268	94	.5397	88
Utah	8,082,217	.5475	15,275	1,871,262	654,421	1,005,497	474,250	1,602,910	206,863	78	.5650	81
Wyoming	3,852,613	.2610	20,417	858,131	399,679	304,600	160,519	757,715	149,017	124	.2233	106
PACIFIC	**230,761,685**	**15.6325**	**17,354**	**46,644,357**	**25,180,343**	**25,880,898**	**12,685,802**	**52,300,193**	**8,236,311**	**106**	**15.8451**	**107**
Alaska	4,507,806	.3054	23,688	907,817	560,888	509,547	199,971	783,960	158,243	135	.2736	121
California	177,443,882	12.0205	17,786	35,442,422	19,041,583	19,497,992	10,357,471	41,043,102	6,401,507	108	12.2189	110
Hawaii	6,828,798	.4626	20,216	1,331,996	1,192,219	822,171	211,899	1,001,402	398,713	104	.4526	102
Oregon	15,872,208	1.0753	15,135	3,089,030	1,622,362	2,290,369	712,222	3,736,725	389,400	96	1.0519	94
Washington	26,108,991	1.7687	14,969	5,873,092	2,763,291	2,760,819	1,204,239	5,735,004	888,448	96	1.8481	100
TOTAL UNITED STATES	**1,476,173,090**	**100.0000**	**16,462**	**302,279,887**	**144,731,919**	**171,008,712**	**77,157,654**	**337,451,058**	**51,313,691**	**100**	**100.0000**	**100**

POPULATION

Area	(Thous.)	Rank
New York	8,527.7	1
Los Angeles - Long Beach	8,312.3	2
Chicago	6,166.3	3
Philadelphia	4,827.4	4
Detroit	4,358.7	5
Boston - Lawrence - Salem - Lowell - Brockton	3,724.2	6
Washington	3,544.0	7
Houston	3,232.2	8
Nassau - Suffolk	2,663.8	9
Atlanta	2,543.2	10
St. Louis	2,451.2	11
Dallas	2,378.0	12
Minneapolis - St. Paul	2,323.3	13
Baltimore	2,306.1	14
San Diego	2,217.7	15
Anaheim - Santa Ana	2,177.3	16
Pittsburgh	2,139.6	17
Riverside - San Bernardino	2,005.4	18
Oakland	1,949.2	19
Phoenix	1,916.2	20
Tampa - St. Petersburg - Clearwater	1,916.2	20
Newark	1,899.3	22
Cleveland	1,853.3	23
Miami - Hialeah	1,785.0	24
Seattle	1,758.2	25
Denver	1,649.4	26
San Francisco	1,583.7	27
Kansas City	1,525.0	28
Cincinnati	1,419.3	29
San Jose	1,409.1	30
Milwaukee	1,395.1	31
New Orleans	1,347.5	32
Norfolk - Virginia Beach - Newport News	1,306.7	33
Sacramento	1,304.8	34
Bergen - Passaic	1,302.9	35
Columbus, Ohio	1,301.6	36
San Antonio	1,251.2	37
Fort Worth - Arlington	1,225.8	38
Indianapolis	1,219.6	39
Fort Lauderdale - Hollywood - Pompano Beach	1,167.8	40
Portland, Ore.	1,159.3	41
Hartford - New Britain - Middletown - Bristol	1,097.9	42
Charlotte - Gastonia - Rock Hill	1,071.6	43
Salt Lake City - Ogden	1,052.5	44
Oklahoma City	993.1	45
Rochester, N.Y.	992.6	46
Buffalo	975.2	47
Louisville	970.5	48
Monmouth - Ocean	957.2	49
Memphis	956.6	50
Total Top 50	**109,611.8**	
Middlesex - Somerset - Hunterdon	945.7	51
Nashville	936.4	52
Dayton - Springfield	930.8	53
Birmingham	922.0	54
Greensboro - Winston-Salem - High Point	910.0	55
Orlando	899.5	56
Providence - Pawtucket - Woonsocket	894.9	57
Albany - Schenectady - Troy	854.3	58
Jacksonville, Fla.	851.7	59
Honolulu	830.3	60
Bridgeport - Stamford - Norwalk - Danbury	828.6	61
Richmond - Petersburg	817.5	62
New Haven - Waterbury - Meriden	770.6	63
West Palm Beach - Boca Raton - Delray Beach	760.7	64
Tulsa	746.5	65
Austin	732.9	66
Scranton - Wilkes-Barre	731.2	67
Worcester - Fitchburg - Leominster	664.8	68
Allentown - Bethlehem	660.7	69
Syracuse	654.8	70
Akron	648.5	71
Raleigh - Durham	648.3	72
Grand Rapids	643.5	73
Gary - Hammond	634.0	74
Oxnard - Ventura	621.7	75
Omaha	616.9	76
Greenville - Spartanburg	616.7	77
Tucson	616.6	78
Toledo	614.8	79
Knoxville	599.3	80
Springfield, Mass.	589.8	81
Fresno	588.8	82
Harrisburg - Lebanon - Carlisle	580.9	83
Las Vegas	565.2	84
Baton Rouge	557.1	85
El Paso	557.1	85
Jersey City	556.2	87
Wilmington, Del.	548.3	88
Tacoma	537.3	89
Youngstown - Warren	516.9	90
Little Rock - North Little Rock	508.9	91
Bakersfield	493.8	92
Charleston, S.C.	493.7	93
New Bedford - Fall River - Attleboro	493.3	94
Lake County, Ill.	478.2	95
Albuquerque	476.5	96
Mobile	471.7	97
Wichita	469.6	98
Johnson City - Kingsport - Bristol	450.1	99
Columbia, S.C.	449.0	100
Total Top 100	**142,598.4**	
Flint	441.0	101
Chattanooga	433.2	102
Lansing - East Lansing	429.6	103
Stockton	423.3	104
Saginaw - Bay City - Midland	409.4	105
Canton	405.4	106
Jackson, Miss.	403.9	107
York	397.5	108
Beaumont - Port Arthur	393.6	109
Augusta	390.8	110
Lancaster	389.1	111
Vallejo - Fairfield - Napa	388.8	112
Davenport - Rock Island - Moline	386.0	113
Des Moines	386.0	113
Joliet	381.1	115
Lakeland - Winter Haven	373.9	116
Colorado Springs	372.0	117
Shreveport	368.9	118
Corpus Christi	365.6	119
Peoria	362.6	120
Melbourne - Titusville - Palm Bay	361.7	121
McAllen - Edinburg - Mission	360.8	122
Spokane	358.1	123
Fort Wayne	357.0	124
Aurora - Elgin	350.6	125
Santa Rosa - Petaluma	348.6	126
Madison	343.6	127
Pensacola	340.3	128
Huntington - Ashland	338.1	129
Santa Barbara - Santa Maria - Lompoc	338.1	129
Salinas - Seaside - Monterey	337.3	131
Lexington-Fayette	333.4	132
Daytona Beach	325.1	133
Reading	323.7	134
Utica - Rome	322.8	135
Trenton	319.8	136
Portsmouth - Dover - Rochester	315.8	137
Manchester - Nashua	314.1	138
Modesto	313.9	139
Atlantic City	307.4	140
Appleton - Oshkosh - Neenah	306.8	141
Montgomery	299.7	142
Visalia - Tulare - Porterville	290.1	143
Evansville	284.6	144
Rockford	284.0	145
Orange County, N.Y.	283.3	146
Macon - Warner Robins	282.7	147
Erie	281.9	148
Fort Myers - Cape Coral	279.0	149
Hamilton - Middletown	273.6	150
Total Top 150	**160,076.0**	
Lorain - Elyria	273.6	150
Ann Arbor	270.2	152
Charleston, W.Va.	269.6	153
Binghamton	268.5	154
Eugene - Springfield	266.4	155
Fayetteville, N.C.	264.0	156
Salem, Ore.	262.2	157
Poughkeepsie	259.8	158
Johnstown	259.3	159
Duluth	253.9	160
Provo - Orem	253.9	160
Brownsville - Harlingen	251.7	162
New London - Norwich	251.4	163
Sarasota	251.2	164
Columbus, Ga.	248.1	165
Killeen - Temple	243.2	166
South Bend - Mishawaka	241.2	167
Anchorage	239.5	168
Savannah	238.5	169
Portland, Me.	228.6	170
Springfield, Mo.	228.5	171
Roanoke	227.1	172
Huntsville	225.2	173
Reno	224.8	174
Santa Cruz	223.8	175
Lubbock	220.7	176
Hickory	219.5	177
Galveston - Texas City	218.9	178
Lafayette, La.	218.7	179
Kalamazoo	217.8	180
Boulder - Longmont	217.6	181
Niagara Falls	217.4	182
Tallahassee	216.6	183
Vancouver	212.1	184
Lincoln	208.6	185
Fort Pierce	207.1	186
Brazoria	205.8	187
Boise	202.4	188
Biloxi - Gulfport	202.3	189
Gainesville	199.3	190
Amarillo	198.3	191
Springfield, Ill.	195.9	192
Beaver County, Pa.	194.6	193
Houma - Thibodaux	190.8	194
Waco	190.7	195
Green Bay	186.2	196
Yakima	184.3	197
Fort Collins - Loveland	181.1	198
Bradenton	180.5	199
Fort Smith	180.0	200
Total Top 200	**171,367.4**	
Wheeling	179.7	201
St. Cloud	179.1	202
Lake Charles	176.8	203
Racine	174.4	204
Ocala	172.6	205
Cedar Rapids	172.0	206
Longview - Marshall	171.4	207
Bremerton	170.9	208
Champaign - Urbana - Rantoul	170.9	208
Chico	170.7	210
Asheville	170.1	211
Merced	166.8	212
Benton Harbor	165.7	213
Topeka	160.7	214
Clarksville - Hopkinsville	158.9	215
Parkersburg - Marietta	158.8	216
Lima	157.5	217
Muskegon	157.2	218
Tyler	156.2	219
Steubenville - Weirton	155.3	220
Waterloo - Cedar Falls	154.8	221
Fargo - Moorhead	150.0	222
Lynchburg	148.4	223
Jackson, Mich.	147.5	224
Elkhart - Goshen	146.8	225
Olympia	146.7	226
Anderson, S.C.	146.6	227
Monroe	145.8	228
Tuscaloosa	144.2	229
Alexandria, La.	143.2	230
Athens	143.0	231
Pittsfield	142.8	232
Fort Walton Beach	142.6	233
Richland - Kennewick - Pasco	142.5	234
Medford	141.3	235
Florence, Ala.	140.0	236
Janesville - Beloit	139.5	237
Eau Claire	138.7	238
Vineland - Millville - Bridgeton	138.7	238
Bangor	138.4	240
Greeley	137.8	241
Battle Creek	137.4	242
Odessa	136.8	243
Altoona	135.4	244
Redding	135.2	245
Joplin	134.7	246
Terre Haute	133.0	247
Anderson, Ind.	132.0	248
Mansfield	130.9	249
Dothan	129.6	250
Total Top 250	**178,937.4**	
Burlington, Vt.	129.4	251
Pascagoula	128.1	252
Decatur	128.0	253
Wichita Falls	126.8	254
Sharon	126.6	255
Bloomington - Normal	125.4	256
Pueblo	125.3	257
Sioux Falls	125.2	258
Anniston	124.6	259
Jacksonville, N.C.	124.1	260
Muncie	123.5	261
Naples	123.5	261
Billings	123.2	263
Abilene	123.1	264
Lafayette - West Lafayette	123.0	265
Charlottesville	122.7	266
Texarkana	121.6	267
Kenosha	121.5	268
Bryan - College Station	120.9	269
Florence, S.C.	120.6	270
Panama City	120.2	271
Laredo	119.8	272
Las Cruces	119.3	273
Albany, Ga.	118.9	274
Lawton	118.7	275
Williamsport	118.3	276
Sioux City	117.7	277
Bellingham	116.1	278
State College	115.9	279
Wilmington, N.C.	115.4	280
Wausau	115.1	281
Glens Falls	115.0	282
Midland, Tex.	114.8	283
Hagerstown	114.6	284
Yuba City	113.2	285
Danville, Va.	112.5	286
Columbia, Mo.	109.1	287
Fayetteville - Springdale	107.1	288
Santa Fe	105.4	289
Cumberland	104.5	290
Gadsden	103.9	291
Kokomo	103.3	292
Kankakee	102.9	293
Sheboygan	102.9	293
Burlington, N.C.	102.8	295
Bloomington, Ind.	101.2	296
Lewiston - Auburn	100.9	297
San Angelo	98.4	298
Rochester, Minn.	97.9	299
Sherman - Denison	97.9	299
La Crosse	95.2	301
Elmira	94.6	302
Bismarck	92.3	303
Dubuque	91.6	304
Pine Bluff	89.9	305
Owensboro	88.0	306
Iowa City	86.9	307
St. Joseph	86.4	308
Great Falls	80.7	309
Jackson, Tenn.	78.2	310
Victoria	78.2	310
Rapid City	77.3	312
Cheyenne	73.7	313
Lawrence, Kans.	72.7	314
Casper	72.4	315
Grand Forks	70.6	316
Enid	66.0	317
Total Above Areas	**186,122.9**	
Percent of U.S.	**76.5271**	
U.S. Total	**243,211.7**	

SUBURBAN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	4,278.0	1
Detroit	3,087.3	2
Philadelphia	3,064.5	3
Chicago	3,038.7	4
Washington	2,733.7	5
Nassau - Suffolk	2,663.8	6
Boston - Lawrence - Salem - Lowell - Brockton	2,485.3	7
Atlanta	2,055.8	8
St. Louis	1,807.9	9
Pittsburgh	1,718.5	10
Anaheim - Santa Ana	1,701.6	11
Riverside - San Bernardino	1,628.6	12
Minneapolis - St. Paul	1,579.3	13
Baltimore	1,512.5	14
Newark	1,471.0	15
Houston	1,426.8	16
Oakland	1,422.4	17
Cleveland	1,311.6	18
Tampa - St. Petersburg - Clearwater	1,279.0	19
New York	1,178.8	20
Seattle	1,175.7	21
Dallas	1,172.5	22
Bergen - Passaic	1,163.7	23
Denver	1,141.4	24
Miami - Hialeah	1,133.2	25
San Diego	1,100.1	26
Cincinnati	1,047.1	27
Monmouth - Ocean	957.2	28
Sacramento	868.4	29
Middlesex - Somerset - Hunterdon	864.7	30
San Francisco	845.6	31
Kansas City	825.8	32
Fort Lauderdale - Hollywood - Pompano Beach	815.8	33
Salt Lake City - Ogden	813.6	34
Hartford - New Britain - Middletown - Bristol	785.2	35
Rochester, N.Y.	751.1	36
Portland, Ore.	750.4	37
Orlando	750.0	38
New Orleans	745.9	39
Milwaukee	731.5	40
Dayton - Springfield	680.4	41
Columbus, Ohio	648.5	42
Louisville	645.2	43
Buffalo	641.3	44
San Jose	636.8	45
Albany - Schenectady - Troy	630.6	46
Providence - Pawtucket - Woonsocket	620.1	47
Birmingham	608.0	48
Charlotte - Gastonia - Rock Hill	594.9	49
West Palm Beach - Boca Raton - Delray Beach	581.6	50
Total Top 50	**66,171.4**	
Scranton - Wilkes-Barre	573.5	51
Richmond - Petersburg	560.0	52
Fort Worth - Arlington	545.5	53
Greensboro - Winston-Salem - High Point	515.1	54
Greenville - Spartanburg	512.0	55
Phoenix	497.5	56
Indianapolis	496.8	57
Syracuse	490.1	58
Harrisburg - Lebanon - Carlisle	482.3	59
Wilmington, Del.	477.9	60
Allentown - Bethlehem	457.6	61
Bridgeport - Stamford - Norwalk - Danbury	437.5	62
Honolulu	434.6	63
Oklahoma City	434.1	64
New Haven - Waterbury - Meriden	433.8	65
Charleston, S.C.	427.4	66
Worcester - Fitchburg - Leominster	427.2	67
Grand Rapids	425.3	68
Nashville	422.9	69
Oxnard - Ventura	404.4	70
Knoxville	395.8	71
Tacoma	374.3	72
Las Vegas	373.3	73
Tulsa	367.9	74
Akron	367.3	75
Lake County, Ill.	364.4	76
Gary - Hammond	363.8	77
Youngstown - Warren	355.9	78
York	353.5	79
Columbia, S.C.	350.3	80
Augusta	343.4	81
Bakersfield	342.0	82
Lancaster	331.8	83
Johnson City - Kingsport - Bristol	330.6	84
Springfield, Mass.	328.6	85
San Antonio	317.5	86
Raleigh - Durham	312.4	87
Baton Rouge	308.0	88
Joliet	302.5	89
Fresno	300.1	90
Jersey City	293.9	91
Flint	290.3	92
Lakeland - Winter Haven	285.4	93
Canton	285.2	94
Orange County, N.Y.	283.3	95
Pensacola	274.7	96
Austin	272.5	97
Atlantic City	269.4	98
Chattanooga	266.3	99
New Bedford - Fall River - Attleboro	266.0	100
Total Top 100	**85,297.3**	
Mobile	265.9	101
Daytona Beach	264.3	102
Memphis	260.2	103
Saginaw - Bay City - Midland	259.0	104
Norfolk - Virginia Beach - Newport News	251.7	105
Lansing - East Lansing	251.6	106
Huntington - Ashland	251.0	107
Toledo	247.3	108
Reading	245.1	109
Jacksonville, Fla.	243.2	110
Portsmouth - Dover - Rochester	239.5	111
Tucson	238.7	112
Little Rock - North Little Rock	229.2	113
Poughkeepsie	228.9	114
Johnstown	226.4	115
Trenton	226.3	116
Melbourne - Titusville - Palm Bay	222.9	117
McAllen - Edinburg - Mission	214.4	118
Binghamton	213.9	119
Santa Rosa - Petaluma	212.0	120
Charleston, W.Va.	210.9	121
Peoria	210.5	122
Utica - Rome	206.6	123
Beaumont - Port Arthur	206.4	124
Brazoria	205.8	125
Omaha	205.1	126
Sarasota	196.5	127
Beaver County, Pa.	194.6	128
Hickory	194.4	129
Fayetteville, N.C.	193.8	130
Stockton	192.3	131
Des Moines	192.2	132
Davenport - Rock Island - Moline	191.4	133
Aurora - Elgin	188.7	134
Fort Myers - Cape Coral	188.6	135
Jackson, Miss.	187.5	136
Fort Wayne	186.7	137
New London - Norwich	182.9	138
Spokane	182.3	139
Wichita	180.0	140
Visalia - Tulare - Porterville	177.2	141
Santa Cruz	177.1	142
Santa Barbara - Santa Maria - Lompoc	175.1	143
Salinas - Seaside - Monterey	174.3	144
Vallejo - Fairfield - Napa	172.1	145
Appleton - Oshkosh - Neenah	168.6	146
Fort Pierce	168.5	147
Salem, Ore.	168.4	148
Vancouver	168.[illegible]	149
Madison	167.2	150
Total Top 150	**95,7[illegible]2.5**	
Portland, Me.	165.5	151
Hamilton - Middletown	165.0	152
Erie	164.8	153
Ann Arbor	164.2	154
Evansville	155.1	155
Niagara Falls	151.9	156
Benton Harbor	151.2	157
Modesto	148.0	158
Rockford	145.6	159
Lorain - Elyria	142.7	160
Bradenton	142.5	161
Duluth	140.4	162
Kalamazoo	140.1	163
Houma - Thibodaux	139.6	164
Chico	139.2	165
Wheeling	138.9	166
Manchester - Nashua	136.3	167
Killeen - Temple	136.2	168
St. Cloud	136.2	168
Bremerton	134.7	170
Yakima	134.4	171
Roanoke	126.2	172
Ocala	125.6	173
Lafayette, La.	124.0	174
Eugene - Springfield	121.3	175
Lexington-Fayette	120.4	176
Merced	118.5	177
Fort Walton Beach	118.2	178
Anderson, S.C.	118.0	179
Muskegon	117.3	180
Macon - Warner Robins	116.7	181
Olympia	115.9	182
Provo - Orem	114.7	183
Gainesville	114.1	184
Reno	113.1	185
Galveston - Texas City	111.1	186
Asheville	110.2	187
Lima	110.0	188
Sharon	109.9	189
Biloxi - Gulfport	109.7	190
Albuquerque	109.5	191
Jackson, Mich.	109.2	192
Steubenville - Weirton	107.8	193
Bangor	107.7	194
Colorado Springs	107.4	195
Montgomery	105.9	196
Fort Smith	105.0	197
Florence, Ala.	102.7	198
Parkersburg - Marietta	102.7	198
Naples	102.2	200
Total Top 200	**102,050.1**	
Lake Charles	100.4	201
Athens	99.4	202
Glens Falls	98.5	203
Corpus Christi	97.6	204
Medford	97.6	204
Brownsville - Harlingen	97.3	206
Jacksonville, N.C.	97.1	207
Pascagoula	96.9	208
Tallahassee	95.4	209
Joplin	94.5	210
Anniston	94.3	211
Green Bay	93.8	212
Pittsfield	92.4	213
Yuba City	92.3	214
Springfield, Ill.	91.5	215
Burlington, Vt.	91.2	216
South Bend - Mishawaka	91.1	217
Racine	91.0	218
Alexandria, La.	89.1	219
Monroe	88.8	220
Savannah	88.6	221
Boise	88.4	222
Florence, S.C.	87.6	223
Shreveport	87.5	224
Boulder - Longmont	86.5	225
Springfield, Mo.	86.2	226
Williamsport	85.9	227
Redding	84.5	228
Eau Claire	84.0	229
Battle Creek	83.2	230
Panama City	82.9	231
Wausau	82.7	232
Waco	82.2	233
Charlottesville	81.8	234
Hagerstown	81.7	235
State College	81.3	236
Elkhart - Goshen	81.2	237
Altoona	80.6	238
Cumberland	80.6	238
Greeley	80.4	240
Lynchburg	79.3	241
Mansfield	78.4	242
Tyler	78.0	243
Terre Haute	75.5	244
Dothan	75.1	245
Kankakee	73.8	246
Longview - Marshall	71.6	247
Anderson, Ind.	71.2	248
El Paso	70.8	249
Columbus, Ga.	70.5	250
Total Top 250	**106,362.3**	
Bellingham	69.6	251
Tuscaloosa	68.6	252
Danville, Va.	67.5	253
Fort Collins - Loveland	67.1	254
Wilmington, N.C.	66.2	255
Las Cruces	65.3	256
Huntsville	65.2	257
Texarkana	65.0	258
Burlington, N.C.	64.4	259
Cedar Rapids	62.0	260
Elmira	60.8	261
Clarksville - Hopkinsville	60.2	262
Lafayette - West Lafayette	58.4	263
Gadsden	56.6	264
Kokomo	56.4	265
Champaign - Urbana - Rantoul	56.0	266
Richland - Kennewick - Pasco	55.6	267
Sheboygan	55.0	268
Janesville - Beloit	53.5	269
Fargo - Moorhead	51.3	270
Waterloo - Cedar Falls	50.4	271
Santa Fe	50.1	272
Billings	49.5	273
Muncie	49.3	274
Bloomington, Ind.	48.8	275
La Crosse	46.2	276
Kenosha	45.9	277
Columbia, Mo.	43.5	278
Bismarck	41.5	279
Fayetteville - Springdale	41.3	280
Topeka	40.8	281
Sherman - Denison	40.6	282
Lubbock	40.5	283
Bloomington - Normal	40.4	284
Rochester, Minn.	38.8	285
Lewiston - Auburn	38.2	286
Vineland - Millville - Bridgeton	38.1	287
Sioux City	37.1	288
Decatur	36.6	289
Iowa City	34.9	290
Amarillo	34.6	291
Albany, Ga.	33.6	292
Owensboro	32.0	293
Dubuque	31.5	294
Lawton	30.9	295
Odessa	30.6	296
Sioux Falls	29.5	297
Wichita Falls	27.3	298
Jackson, Tenn.	26.0	299
Grand Forks	25.2	300
Pueblo	25.1	301
Casper	24.1	302
Lincoln	23.3	303
Rapid City	22.7	304
Great Falls	22.6	305
Cheyenne	21.7	306
Pine Bluff	20.9	307
Victoria	20.1	308
Lawrence, Kans.	15.9	309
Enid	12.9	310
Midland, Tex.	11.8	311
St. Joseph	11.7	312
San Angelo	11.7	312
Abilene	11.2	314
Bryan - College Station	9.5	315
Laredo	9.3	316
Anchorage	.0	317
Total Above Areas	**109,015.2**	
Percent of U.S.	**100.0000**	
U.S. Total	**109,015.2**	

BLACK POPULATION

Area	(Thous.)	Rank
New York	2,185.5	1
Chicago	1,470.9	2
Los Angeles - Long Beach	1,048.3	3
Philadelphia	940.0	4
Washington	922.8	5
Detroit	909.7	6
Houston	623.3	7
Atlanta	612.0	8
Baltimore	571.0	9
New Orleans	442.3	10
Newark	427.0	11
St. Louis	425.2	12
Memphis	398.6	13
Dallas	391.4	14
Norfolk - Virginia Beach - Newport News	372.5	15
Cleveland	348.6	16
Miami - Hialeah	335.7	17
Oakland	290.5	18
Birmingham	261.0	19
Richmond - Petersburg	238.9	20
Charlotte - Gastonia - Rock Hill	226.4	21
Boston - Lawrence - Salem - Lowell - Brockton	203.4	22
Kansas City	194.4	23
Jacksonville, Fla.	192.4	24
Tampa - St. Petersburg - Clearwater	191.3	25
Greensboro - Winston-Salem - High Point	181.7	26
Cincinnati	180.6	27
Nassau - Suffolk	180.1	28
Jackson, Miss.	177.0	29
Pittsburgh	176.8	30
Raleigh - Durham	175.8	31
Indianapolis	175.0	32
Baton Rouge	161.9	33
Charleston, S.C.	157.6	34
Nashville	155.9	35
Milwaukee	154.4	36
Columbus, Ohio	150.0	37
Fort Lauderdale - Hollywood - Pompano Beach	142.5	38
Mobile	142.0	39
Fort Worth - Arlington	136.0	40
Gary - Hammond	135.0	41
San Francisco	132.9	42
Columbia, S.C.	131.2	43
Shreveport	128.8	44
San Diego	126.5	45
Augusta	126.0	46
Louisville	125.4	47
Orlando	123.7	48
Dayton - Springfield	122.7	49
Greenville - Spartanburg	112.3	50
Total Top 50	**17,934.9**	
West Palm Beach - Boca Raton - Delray Beach	112.3	50
Montgomery	111.0	52
Buffalo	108.0	53
Little Rock - North Little Rock	101.7	54
Macon - Warner Robins	101.4	55
Riverside - San Bernardino	99.4	56
Bergen - Passaic	98.8	57
Columbus, Ga.	92.9	58
Savannah	92.8	59
Oklahoma City	91.0	60
San Antonio	90.1	61
Beaumont - Port Arthur	89.9	62
Denver	88.8	63
Rochester, N.Y.	86.6	64
Flint	85.5	65
Fayetteville, N.C.	84.0	66
Wilmington, Del.	83.3	67
Hartford - New Britain - Middletown - Bristol	82.4	68
Jersey City	73.8	69
Bridgeport - Stamford - Norwalk - Danbury	73.6	70
New Haven - Waterbury - Meriden	73.6	70
Tallahassee	73.6	70
Austin	72.3	73
Sacramento	72.1	74
Toledo	67.4	75
Seattle	65.6	76
Chattanooga	64.2	77
Akron	61.9	78
Monmouth - Ocean	61.4	79
Trenton	61.4	79
Lakeland - Winter Haven	61.3	81
Las Vegas	60.8	82
Pensacola	60.6	83
Phoenix	60.6	83
Tulsa	58.5	85
Youngstown - Warren	57.0	86
Minneapolis - St. Paul	56.1	87
Lafayette, La.	53.4	88
Middlesex - Somerset - Hunterdon	51.4	89
Albany, Ga.	51.1	90
Huntsville	48.6	91
Omaha	48.0	92
Florence, S.C.	47.5	93
Atlantic City	46.4	94
San Jose	46.2	95
Monroe	45.2	96
Killeen - Temple	44.3	97
Tuscaloosa	42.5	98
Galveston - Texas City	42.3	99
Gainesville	41.5	100
Total Top 100	**21,479.0**	
Lake Charles	41.0	101
Longview - Marshall	41.0	101
Alexandria, La.	40.8	103
Saginaw - Bay City - Midland	40.1	104
Daytona Beach	39.7	105
Biloxi - Gulfport	39.4	106
Knoxville	38.4	107
Pine Bluff	38.2	108
Harrisburg - Lebanon - Carlisle	38.1	109
Grand Rapids	37.7	110
Lexington-Fayette	37.6	111
Joliet	37.4	112
Tyler	36.2	113
Wichita	36.1	114
Danville, Va.	35.8	115
Fort Pierce	35.6	116
Springfield, Mass.	35.6	116
Clarksville - Hopkinsville	35.0	118
Melbourne - Titusville - Palm Bay	34.4	119
Tacoma	34.0	120
Syracuse	33.7	121
Albany - Schenectady - Troy	33.6	122
Lake County, Ill.	33.6	122
Portland, Ore.	33.0	124
Vallejo - Fairfield - Napa	32.8	125
Waco	32.7	126
Lynchburg	31.9	127
Ann Arbor	31.3	128
Ocala	30.2	129
Fort Wayne	29.6	130
Texarkana	29.3	131
Providence - Pawtucket - Woonsocket	28.8	132
Anaheim - Santa Ana	28.7	133
Dothan	28.3	134
Roanoke	28.0	135
Fresno	27.9	136
Athens	27.7	137
Anderson, S.C.	26.8	138
Benton Harbor	26.8	138
Houma - Thibodaux	26.5	140
Jacksonville, N.C.	26.5	140
Wilmington, N.C.	26.4	142
Pascagoula	26.3	143
Lansing - East Lansing	25.9	144
Canton	25.5	145
Bakersfield	25.2	146
Colorado Springs	25.0	147
Jackson, Tenn.	24.8	148
Fort Myers - Cape Coral	24.4	149
South Bend - Mishawaka	23.9	150
Total Top 150	**23,086.2**	
Peoria	23.7	151
Rockford	23.7	151
Anniston	23.0	153
El Paso	22.5	154
Vineland - Millville - Bridgeton	22.4	155
Stockton	21.9	156
Muskegon	21.3	157
Burlington, N.C.	21.0	158
Lorain - Elyria	20.9	159
Salinas - Seaside - Monterey	20.6	160
Poughkeepsie	19.8	161
Orange County, N.Y.	19.5	162
Charlottesville	19.4	163
Florence, Ala.	19.3	164
Hickory	19.2	165
Lawton	19.2	165
Davenport - Rock Island - Moline	18.7	167
Kalamazoo	18.0	168
Bradenton	17.7	169
Aurora - Elgin	17.2	170
Evansville	17.2	170
Brazoria	17.1	172
Tucson	16.7	173
Kankakee	16.6	174
Lubbock	16.5	175
Honolulu	16.3	176
Champaign - Urbana - Rantoul	16.2	177
Corpus Christi	15.8	178
Asheville	15.7	179
Panama City	15.5	180
Gadsden	15.3	181
Des Moines	15.1	182
Decatur	15.0	183
Racine	14.8	184
Battle Creek	14.7	185
Bryan - College Station	14.2	186
Charleston, W.Va.	14.2	186
Sarasota	14.2	186
Erie	13.6	189
Hamilton - Middletown	13.4	190
Fort Walton Beach	13.2	191
Springfield, Ill.	13.2	191
Topeka	13.0	193
Anchorage	12.4	194
Oxnard - Ventura	12.1	195
Wichita Falls	12.1	195
Beaver County, Pa.	11.9	197
Jackson, Mich.	11.8	198
Lima	11.7	199
Niagara Falls	11.3	200
Total Top 200	**23,926.0**	
York	11.1	201
Worcester - Fitchburg - Leominster	10.4	202
Albuquerque	10.3	203
Anderson, Ind.	10.2	204
Allentown - Bethlehem	10.1	205
Midland, Tex.	10.1	205
New London - Norwich	10.1	205
Johnson City - Kingsport - Bristol	9.9	208
Mansfield	9.9	208
Amarillo	9.8	210
Salt Lake City - Ogden	9.5	211
Reading	8.9	212
Waterloo - Cedar Falls	8.7	213
New Bedford - Fall River - Attleboro	8.6	214
Utica - Rome	8.6	214
Lancaster	8.3	216
Merced	8.3	216
Santa Barbara - Santa Maria - Lompoc	8.2	218
Muncie	8.1	219
Abilene	7.9	220
Huntington - Ashland	7.6	221
Sherman - Denison	7.3	222
Columbia, Mo.	7.2	223
Naples	7.2	223
Elkhart - Goshen	6.8	225
Terre Haute	6.6	226
Fort Smith	6.5	227
Odessa	6.5	227
Steubenville - Weirton	6.3	229
Madison	5.9	230
Sharon	5.9	230
Bloomington - Normal	5.5	232
Hagerstown	5.0	233
Scranton - Wilkes-Barre	5.0	233
Janesville - Beloit	4.9	235
Victoria	4.8	236
Kokomo	4.7	237
Spokane	4.4	238
Reno	4.3	239
Elmira	4.2	240
San Angelo	4.2	240
Wheeling	4.0	242
Visalia - Tulare - Porterville	3.9	243
Lincoln	3.7	244
Santa Rosa - Petaluma	3.7	244
Binghamton	3.6	246
Johnstown	3.6	246
Owensboro	3.6	246
Modesto	3.4	249
Lawrence, Kans.	3.3	250
Total Top 250	**24,266.6**	
Springfield, Mo.	3.2	251
Bremerton	3.0	252
Kenosha	2.9	253
Yuba City	2.9	253
Cedar Rapids	2.8	255
Bloomington, Ind.	2.7	256
St. Joseph	2.7	256
Pueblo	2.4	258
Richland - Kennewick - Pasco	2.4	258
Pittsfield	2.3	260
Enid	2.2	261
Boulder - Longmont	2.1	262
Cheyenne	2.1	262
Cumberland	2.1	262
Lafayette - West Lafayette	2.1	262
Portsmouth - Dover - Rochester	2.0	266
Chico	1.9	267
Las Cruces	1.9	267
Williamsport	1.9	267
Vancouver	1.8	270
Manchester - Nashua	1.6	271
Parkersburg - Marietta	1.6	271
Santa Cruz	1.6	271
Yakima	1.6	271
Eugene - Springfield	1.5	275
Fayetteville - Springdale	1.5	275
State College	1.5	275
Glens Falls	1.4	278
Salem, Ore.	1.4	278
Iowa City	1.2	280
Grand Forks	1.1	281
Joplin	1.1	281
Olympia	1.1	281
Sioux City	1.1	281
Altoona	1.0	285
Brownsville - Harlingen	1.0	285
Duluth	1.0	285
Portland, Me.	1.0	285
Great Falls	.9	289
Rapid City	.9	289
Fort Collins - Loveland	.8	291
Redding	.8	291
Boise	.7	293
Greeley	.7	293
McAllen - Edinburg - Mission	.7	293
Burlington, Vt.	.5	296
Casper	.5	296
Green Bay	.5	296
Santa Fe	.5	296
Appleton - Oshkosh - Neenah	.4	300
Rochester, Minn.	.4	300
St. Cloud	.4	300
Bellingham	.3	303
Billings	.3	303
Fargo - Moorhead	.3	303
Sheboygan	.3	303
Sioux Falls	.3	303
Bangor	.2	308
Dubuque	.2	308
Eau Claire	.2	308
La Crosse	.2	308
Lewiston - Auburn	.2	308
Medford	.2	308
Provo - Orem	.2	308
Bismarck	.1	315
Laredo	.1	315
Wausau	.0	317
Total Above Areas	**24,349.1**	
Percent of U.S.	**82.1741**	
U.S. Total	**29,631.1**	

SPANISH-ORIGIN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,624.3	1
New York	1,692.6	2
Miami - Hialeah	744.5	3
San Antonio	647.6	4
Chicago	589.9	5
Houston	579.6	6
Riverside - San Bernardino	426.6	7
El Paso	385.8	8
San Diego	374.5	9
Anaheim - Santa Ana	368.9	10
McAllen - Edinburg - Mission	315.1	11
San Jose	281.8	12
Phoenix	276.5	13
Dallas	257.5	14
Oakland	234.7	15
Brownsville - Harlingen	213.6	16
Corpus Christi	206.2	17
San Francisco	202.6	18
Fresno	197.1	19
Albuquerque	188.5	20
Denver	179.4	21
Jersey City	171.3	22
Newark	153.4	23
Oxnard - Ventura	151.8	24
Austin	149.8	25
Sacramento	141.9	26
Tucson	141.4	27
Philadelphia	129.1	28
Bakersfield	121.8	29
Nassau - Suffolk	116.0	30
Laredo	115.8	31
Bergen - Passaic	109.0	32
Washington	108.9	33
Fort Worth - Arlington	106.2	34
Tampa - St. Petersburg - Clearwater	104.7	35
Salinas - Seaside - Monterey	99.8	36
Visalia - Tulare - Porterville	98.9	37
Boston - Lawrence - Salem - Lowell - Brockton	94.7	38
Stockton	92.7	39
Detroit	78.6	40
Santa Barbara - Santa Maria - Lompoc	71.6	41
Las Cruces	66.7	42
Honolulu	61.7	43
Modesto	53.9	44
Santa Fe	53.8	45
Salt Lake City - Ogden	52.6	46
New Orleans	52.3	47
Lubbock	50.9	48
Fort Lauderdale - Hollywood - Pompano Beach	50.1	49
Bridgeport - Stamford - Norwalk - Danbury	49.3	50
Total Top 50	**13,836.0**	
Middlesex - Somerset - Hunterdon	49.0	51
Hartford - New Britain - Middletown - Bristol	48.8	52
Merced	48.3	53
Gary - Hammond	47.2	54
Vallejo - Fairfield - Napa	44.6	55
Las Vegas	43.8	56
Pueblo	41.5	57
West Palm Beach - Boca Raton - Delray Beach	41.3	58
Santa Cruz	37.6	59
Kansas City	36.8	60
Odessa	36.8	60
Milwaukee	35.9	62
Seattle	35.5	63
Orlando	35.4	64
Aurora - Elgin	34.9	65
Brazoria	34.5	66
Galveston - Texas City	31.0	67
Colorado Springs	30.1	68
Atlanta	29.9	69
Killeen - Temple	29.4	70
New Haven - Waterbury - Meriden	29.4	70
Monmouth - Ocean	28.4	72
Santa Rosa - Petaluma	27.7	73
Yakima	27.6	74
Victoria	27.1	75
Portland, Ore.	26.4	76
Lake County, Ill.	26.2	77
Cleveland	25.9	78
Springfield, Mass.	25.6	79
St. Louis	24.7	80
San Angelo	24.6	81
Minneapolis - St. Paul	24.4	82
Greeley	23.5	83
Baltimore	23.2	84
Oklahoma City	23.1	85
Norfolk - Virginia Beach - Newport News	22.2	86
Rochester, N.Y.	21.9	87
Midland, Tex.	21.2	88
Providence - Pawtucket - Woonsocket	20.4	89
Amarillo	19.9	90
Waco	19.7	91
Joliet	17.6	92
Saginaw - Bay City - Midland	17.5	93
Abilene	17.3	94
Allentown - Bethlehem	17.1	95
Toledo	17.0	96
Jacksonville, Fla.	16.8	97
Grand Rapids	16.4	98
Beaumont - Port Arthur	15.5	99
Vineland - Millville - Bridgeton	15.5	99
Total Top 100	**15,272.1**	
Buffalo	15.3	101
Worcester - Fitchburg - Leominster	15.2	102
Lansing - East Lansing	15.0	103
Naples	14.5	104
Tacoma	14.5	104
Bryan - College Station	14.4	106
Wichita	14.4	106
Orange County, N.Y.	13.7	108
Lorain - Elyria	13.4	109
Yuba City	13.3	110
Davenport - Rock Island - Moline	13.0	111
Omaha	13.0	111
Trenton	13.0	111
Salem, Ore.	12.8	114
Lakeland - Winter Haven	12.1	115
Boulder - Longmont	11.8	116
Pittsburgh	11.6	117
Atlantic City	11.4	118
Tulsa	11.4	118
New Bedford - Fall River - Attleboro	11.3	120
Reno	11.2	121
Fort Collins - Loveland	10.7	122
Lancaster	10.4	123
Chico	10.3	124
Fayetteville, N.C.	10.3	124
Richland - Kennewick - Pasco	10.2	126
Wilmington, Del.	10.1	127
Albany - Schenectady - Troy	9.9	128
Reading	9.9	128
Wichita Falls	9.6	130
Indianapolis	9.5	131
Memphis	9.5	131
Baton Rouge	9.3	133
Charlotte - Gastonia - Rock Hill	8.9	134
Columbus, Ohio	8.8	135
Fort Myers - Cape Coral	8.5	136
Flint	8.3	137
Cincinnati	8.2	138
Rockford	7.8	139
Charleston, S.C.	7.7	140
Racine	7.7	140
Anchorage	7.6	142
Melbourne - Titusville - Palm Bay	7.6	142
Richmond - Petersburg	7.6	142
Cheyenne	7.3	145
Nashville	7.2	146
Poughkeepsie	6.9	147
Harrisburg - Lebanon - Carlisle	6.8	148
Youngstown - Warren	6.8	148
Lawton	6.7	150
Total Top 150	**15,798.5**	
Topeka	6.7	150
Dayton - Springfield	6.6	152
Gainesville	6.5	153
Greensboro - Winston-Salem - High Point	6.5	153
Syracuse	6.4	155
Augusta	6.2	156
Tyler	6.2	156
Birmingham	6.1	158
Columbia, S.C.	6.0	159
Louisville	6.0	159
Provo - Orem	6.0	159
Columbus, Ga.	5.9	162
Eugene - Springfield	5.9	162
Pensacola	5.9	162
Raleigh - Durham	5.7	165
Daytona Beach	5.6	166
Des Moines	5.6	166
Fort Pierce	5.6	166
Shreveport	5.6	166
Fort Wayne	5.4	170
New London - Norwich	5.2	171
Jacksonville, N.C.	5.1	172
Spokane	5.1	172
Greenville - Spartanburg	4.9	174
Lafayette, La.	4.9	174
Mobile	4.9	174
Ann Arbor	4.6	177
Boise	4.6	177
Medford	4.6	177
Redding	4.6	177
Bremerton	4.4	181
Clarksville - Hopkinsville	4.4	181
Little Rock - North Little Rock	4.4	181
Bradenton	4.1	184
Knoxville	4.1	184
Biloxi - Gulfport	4.0	186
Sarasota	4.0	186
Longview - Marshall	3.8	188
Peoria	3.8	188
South Bend - Mishawaka	3.8	188
Tallahassee	3.8	188
Kenosha	3.7	192
Madison	3.7	192
York	3.7	192
Canton	3.6	195
Fort Walton Beach	3.6	195
Akron	3.5	197
Houma - Thibodaux	3.5	197
Billings	3.4	199
Jackson, Miss.	3.4	199
Total Top 200	**16,044.1**	
Vancouver	3.4	199
Scranton - Wilkes-Barre	3.3	202
Chattanooga	3.2	203
Lincoln	3.2	203
Muskegon	3.2	203
Utica - Rome	3.2	203
Olympia	3.1	207
Kalamazoo	3.0	208
Ocala	3.0	208
Champaign - Urbana - Rantoul	2.8	210
Montgomery	2.8	210
Savannah	2.8	210
Macon - Warner Robins	2.7	213
Manchester - Nashua	2.7	213
Battle Creek	2.6	215
Casper	2.6	215
Huntsville	2.5	217
Lexington-Fayette	2.4	218
Bellingham	2.3	219
Benton Harbor	2.3	219
Johnson City - Kingsport - Bristol	2.3	219
Lake Charles	2.3	219
Erie	2.2	223
Portsmouth - Dover - Rochester	2.1	224
Binghamton	2.0	225
Jackson, Mich.	2.0	225
Panama City	2.0	225
Elkhart - Goshen	1.9	228
Niagara Falls	1.9	228
Lawrence, Kans.	1.8	230
Sherman - Denison	1.8	230
Alexandria, La.	1.7	232
Appleton - Oshkosh - Neenah	1.7	232
Dothan	1.7	232
Huntington - Ashland	1.7	232
Pascagoula	1.7	232
Sioux City	1.7	232
Athens	1.6	238
Hamilton - Middletown	1.6	238
St. Joseph	1.6	238
Springfield, Mo.	1.6	238
Texarkana	1.6	238
Fort Smith	1.5	243
Kankakee	1.5	243
Lafayette - West Lafayette	1.5	243
Rapid City	1.5	243
Albany, Ga.	1.4	247
Cedar Rapids	1.4	247
Charleston, W.Va.	1.4	247
Great Falls	1.4	247
Total Top 250	**16,153.3**	
Roanoke	1.4	247
Bloomington - Normal	1.3	252
Evansville	1.3	252
Hickory	1.3	252
Monroe	1.3	252
Tuscaloosa	1.3	252
Anniston	1.2	257
Bloomington, Ind.	1.2	257
Johnstown	1.2	257
Springfield, Ill.	1.2	257
Asheville	1.1	261
Beaver County, Pa.	1.1	261
Columbia, Mo.	1.1	261
Fargo - Moorhead	1.1	261
Glens Falls	1.1	261
Grand Forks	1.1	261
Kokomo	1.1	261
Lima	1.1	261
Portland, Me.	1.1	261
Sheboygan	1.1	261
Burlington, Vt.	1.0	271
Charlottesville	1.0	271
Elmira	1.0	271
Fayetteville - Springdale	1.0	271
Florence, S.C.	1.0	271
Green Bay	1.0	271
Janesville - Beloit	1.0	271
Lynchburg	1.0	271
Mansfield	1.0	271
Waterloo - Cedar Falls	1.0	271
Wheeling	1.0	271
Anderson, S.C.	.9	282
Duluth	.9	282
Iowa City	.9	282
Joplin	.9	282
State College	.9	282
Terre Haute	.9	282
Wilmington, N.C.	.9	282
Anderson, Ind.	.8	289
Danville, Va.	.8	289
Decatur	.8	289
Enid	.8	289
Florence, Ala.	.8	289
Muncie	.8	289
Pittsfield	.8	289
Steubenville - Weirton	.8	289
Burlington, N.C.	.7	297
Hagerstown	.7	297
Parkersburg - Marietta	.7	297
Pine Bluff	.7	297
St. Cloud	.7	297
Jackson, Tenn.	.6	302
Sioux Falls	.6	302
Dubuque	.5	304
Eau Claire	.5	304
Gadsden	.5	304
Lewiston - Auburn	.5	304
Owensboro	.5	304
Rochester, Minn.	.5	304
Altoona	.4	310
Bangor	.4	310
Cumberland	.4	310
La Crosse	.4	310
Sharon	.4	310
Williamsport	.4	310
Bismarck	.3	316
Wausau	.3	316
Total Above Areas	**16,211.4**	
Percent of U.S.	**88.7683**	
U.S. Total	**18,262.6**	

POPULATION 35 TO 49 YEARS OLD

Area	(Thous.)	Rank
New York	1,727.2	1
Los Angeles - Long Beach	1,661.7	2
Chicago	1,216.2	3
Philadelphia	933.1	4
Detroit	848.3	5
Washington	813.1	6
Boston - Lawrence - Salem - Lowell - Brockton	713.5	7
Houston	667.1	8
Nassau - Suffolk	580.6	9
Atlanta	557.6	10
Dallas	501.7	11
St. Louis	477.9	12
Anaheim - Santa Ana	475.5	13
Baltimore	473.3	14
Minneapolis - St. Paul	461.9	15
Oakland	412.3	16
San Diego	408.6	17
Newark	403.1	18
Pittsburgh	394.0	19
Riverside - San Bernardino	367.0	20
Seattle	365.6	21
Miami - Hialeah	365.3	22
Phoenix	363.5	23
Cleveland	358.0	24
Denver	346.9	25
San Francisco	339.5	26
Tampa - St. Petersburg - Clearwater	322.9	27
San Jose	313.2	28
Kansas City	308.7	29
Bergen - Passaic	272.3	30
Cincinnati	269.2	31
Milwaukee	265.2	32
Sacramento	260.7	33
Columbus, Ohio	255.7	34
Fort Worth - Arlington	254.2	35
Norfolk - Virginia Beach - Newport News	253.2	36
New Orleans	253.1	37
Indianapolis	242.1	38
San Antonio	233.7	39
Portland, Ore.	225.3	40
Charlotte - Gastonia - Rock Hill	222.1	41
Hartford - New Britain - Middletown - Bristol	220.8	42
Middlesex - Somerset - Hunterdon	206.1	43
Fort Lauderdale - Hollywood - Pompano Beach	205.9	44
Oklahoma City	196.4	45
Rochester, N.Y.	192.5	46
Greensboro - Winston-Salem - High Point	191.7	47
Nashville	191.6	48
Dayton - Springfield	190.2	49
Louisville	189.0	50
Total Top 50	**21,968.3**	
Monmouth - Ocean	187.5	51
Bridgeport - Stamford - Norwalk - Danbury	183.2	52
Salt Lake City - Ogden	182.8	53
Buffalo	182.2	54
Orlando	179.1	55
Memphis	178.5	56
Birmingham	174.7	57
Jacksonville, Fla.	166.6	58
Richmond - Petersburg	166.5	59
Honolulu	163.3	60
Providence - Pawtucket - Woonsocket	160.1	61
Albany - Schenectady - Troy	157.2	62
Tulsa	153.0	63
New Haven - Waterbury - Meriden	145.7	64
Austin	132.6	65
Oxnard - Ventura	132.5	66
Scranton - Wilkes-Barre	131.6	67
Allentown - Bethlehem	128.1	68
Raleigh - Durham	127.7	69
Greenville - Spartanburg	126.3	70
West Palm Beach - Boca Raton - Delray Beach	126.3	70
Las Vegas	126.0	72
Akron	123.2	73
Gary - Hammond	122.5	74
Worcester - Fitchburg - Leominster	121.2	75
Syracuse	121.1	76
Knoxville	120.9	77
Omaha	119.3	78
Grand Rapids	118.7	79
Harrisburg - Lebanon - Carlisle	113.8	80
Tucson	111.7	81
Wilmington, Del.	110.1	82
Fresno	108.2	83
Toledo	108.2	83
Jersey City	107.3	85
Springfield, Mass.	103.4	86
El Paso	102.5	87
Lake County, Ill.	102.5	87
Baton Rouge	102.4	89
Tacoma	102.0	90
Little Rock - North Little Rock	98.2	91
Youngstown - Warren	96.9	92
Johnson City - Kingsport - Bristol	95.9	93
Albuquerque	94.0	94
Charleston, S.C.	92.9	95
Bakersfield	92.5	96
New Bedford - Fall River - Attleboro	91.3	97
Flint	88.5	98
Chattanooga	87.8	99
Mobile	87.7	100
Total Top 100	**28,324.5**	
Wichita	87.4	101
Columbia, S.C.	86.8	102
York	80.0	103
Saginaw - Bay City - Midland	79.7	104
Stockton	79.0	105
Canton	78.5	106
Lansing - East Lansing	78.2	107
Joliet	77.3	108
Augusta	76.2	109
Vallejo - Fairfield - Napa	76.2	109
Melbourne - Titusville - Palm Bay	75.7	111
Beaumont - Port Arthur	75.3	112
Des Moines	75.0	113
Lancaster	74.6	114
Colorado Springs	74.5	115
Jackson, Miss.	73.9	116
Davenport - Rock Island - Moline	73.3	117
Lakeland - Winter Haven	71.2	118
Aurora - Elgin	70.1	119
Shreveport	69.2	120
Pensacola	69.1	121
Peoria	69.0	122
Santa Rosa - Petaluma	67.8	123
Fort Wayne	67.3	124
Corpus Christi	67.1	125
Huntington - Ashland	66.7	126
Spokane	65.5	127
Santa Barbara - Santa Maria - Lompoc	64.3	128
Lexington-Fayette	63.9	129
Portsmouth - Dover - Rochester	63.7	130
Trenton	63.7	130
Manchester - Nashua	62.9	132
Reading	62.4	133
Madison	62.3	134
Modesto	59.7	135
Salinas - Seaside - Monterey	59.7	135
Montgomery	58.6	137
McAllen - Edinburg - Mission	58.5	138
Utica - Rome	58.4	139
Orange County, N.Y.	58.2	140
Appleton - Oshkosh - Neenah	56.8	141
Macon - Warner Robins	56.7	142
Poughkeepsie	56.4	143
Rockford	56.2	144
Anchorage	54.4	145
Hamilton - Middletown	54.2	146
Evansville	53.6	147
Visalia - Tulare - Porterville	53.6	147
Lorain - Elyria	53.1	149
Charleston, W.Va.	52.7	150
Total Top 150	**31,673.1**	
Atlantic City	52.5	151
Binghamton	51.7	152
Daytona Beach	51.3	153
Huntsville	51.3	153
Erie	49.8	155
Eugene - Springfield	49.5	156
Reno	48.9	157
Salem, Ore.	48.5	158
Ann Arbor	48.4	159
Hickory	48.1	160
Fayetteville, N.C.	47.9	161
New London - Norwich	47.7	162
Roanoke	45.8	163
Fort Myers - Cape Coral	45.0	164
Columbus, Ga.	44.4	165
Boulder - Longmont	44.2	166
Johnstown	44.1	167
Brazoria	43.6	168
Galveston - Texas City	43.6	168
Savannah	43.5	170
Portland, Me.	43.0	171
Duluth	42.9	172
Springfield, Mo.	42.9	172
Vancouver	42.7	174
Brownsville - Harlingen	42.2	175
South Bend - Mishawaka	42.1	176
Kalamazoo	40.7	177
Niagara Falls	40.2	178
Lafayette, La.	40.1	179
Santa Cruz	40.0	180
Boise	39.9	181
Killeen - Temple	39.9	181
Lubbock	38.6	183
Tallahassee	38.4	184
Amarillo	38.2	185
Biloxi - Gulfport	37.6	186
Beaver County, Pa.	37.3	187
Sarasota	37.1	188
Springfield, Ill.	36.9	189
Houma - Thibodaux	35.6	190
Lincoln	35.6	190
Fort Smith	35.3	192
Asheville	34.3	193
Green Bay	34.3	193
Fort Pierce	34.0	195
Racine	33.9	196
Yakima	33.9	196
Bremerton	33.8	198
Lake Charles	33.8	198
Cedar Rapids	33.6	200
Total Top 200	**33,761.7**	
Fort Collins - Loveland	33.3	201
Provo - Orem	33.3	201
Gainesville	33.1	203
Waco	32.5	204
Fort Walton Beach	32.3	205
Longview - Marshall	32.3	205
Parkersburg - Marietta	31.7	207
Wheeling	31.5	208
Benton Harbor	31.4	209
Ocala	30.8	210
Merced	30.7	211
Anderson, S.C.	30.5	212
Topeka	30.3	213
St. Cloud	29.9	214
Lynchburg	29.7	215
Olympia	29.7	215
Tyler	29.6	217
Steubenville - Weirton	29.1	218
Elkhart - Goshen	29.0	219
Jackson, Mich.	28.9	220
Muskegon	28.5	221
Florence, Ala.	28.4	222
Richland - Kennewick - Pasco	28.3	223
Redding	28.2	224
Lima	28.1	225
Clarksville - Hopkinsville	27.9	226
Medford	27.6	227
Chico	27.4	228
Janesville - Beloit	27.3	229
Alexandria, La.	27.2	230
Pascagoula	27.0	231
Bradenton	26.9	232
Waterloo - Cedar Falls	26.9	232
Champaign - Urbana - Rantoul	26.7	234
Vineland - Millville - Bridgeton	26.6	235
Mansfield	26.5	236
Battle Creek	26.4	237
Anderson, Ind.	26.3	238
Monroe	26.2	239
Odessa	26.1	240
Pittsfield	25.9	241
Bangor	25.8	242
Greeley	25.8	242
Athens	25.5	244
Joplin	25.5	244
Tuscaloosa	25.5	244
Burlington, Vt.	25.1	247
Dothan	25.0	248
Fargo - Moorhead	24.8	249
Panama City	24.5	250
Total Top 250	**35,179.2**	
Altoona	24.4	251
Decatur	24.4	251
Billings	24.0	253
Wichita Falls	23.7	254
Florence, S.C.	23.6	255
Kenosha	23.5	256
Santa Fe	23.5	256
Eau Claire	23.2	258
Muncie	23.2	258
Sharon	23.1	260
Pueblo	22.9	261
Anniston	22.8	262
Wilmington, N.C.	22.8	262
Hagerstown	22.7	264
Midland, Tex.	22.6	265
Charlottesville	22.5	266
Terre Haute	22.5	266
Yuba City	22.3	268
Abilene	22.2	269
Sioux Falls	22.2	269
Texarkana	22.2	269
Albany, Ga.	22.0	272
Kokomo	22.0	272
Williamsport	21.9	274
Glens Falls	21.8	275
Danville, Va.	21.7	276
Las Cruces	21.6	277
Wausau	21.6	277
Burlington, N.C.	21.4	279
Naples	21.4	279
Bloomington - Normal	21.0	281
Lawton	20.4	282
Rochester, Minn.	20.3	283
Bellingham	20.1	284
Sioux City	20.0	285
Cumberland	19.9	286
Laredo	19.9	286
Fayetteville - Springdale	19.6	288
Gadsden	19.6	288
Lafayette - West Lafayette	19.3	290
Kankakee	18.9	291
State College	18.9	291
Jacksonville, N.C.	18.7	293
Sheboygan	18.6	294
Sherman - Denison	18.5	295
Lewiston - Auburn	18.4	296
Columbia, Mo.	17.6	297
San Angelo	17.6	297
Elmira	17.0	299
Owensboro	17.0	299
Bismarck	16.8	301
Bryan - College Station	16.8	301
Great Falls	16.3	303
Bloomington, Ind.	16.0	304
Dubuque	15.8	305
La Crosse	15.7	306
Pine Bluff	15.4	307
St. Joseph	14.9	308
Victoria	14.9	308
Cheyenne	14.4	310
Rapid City	13.9	311
Casper	13.8	312
Jackson, Tenn.	13.8	312
Iowa City	13.4	314
Enid	12.1	315
Lawrence, Kans.	10.8	316
Grand Forks	10.6	317
Total Above Areas	**36,485.6**	
Percent of U.S.	**77.7790**	
U.S. Total	**46,909.2**	

CHILDREN UNDER 6 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	758.4	1
New York	681.8	2
Chicago	549.6	3
Detroit	389.6	4
Philadelphia	388.9	5
Houston	336.2	6
Washington	279.9	7
Boston - Lawrence - Salem - Lowell - Brockton	263.7	8
Atlanta	230.1	9
Dallas	228.9	10
St. Louis	222.0	11
Minneapolis - St. Paul	210.4	12
Nassau - Suffolk	203.1	13
Riverside - San Bernardino	200.3	14
San Diego	189.0	15
Baltimore	181.1	16
Anaheim - Santa Ana	180.2	17
Phoenix	177.2	18
Salt Lake City - Ogden	159.1	19
Oakland	157.1	20
Pittsburgh	152.9	21
Cleveland	152.6	22
Newark	149.9	23
Denver	149.8	24
Seattle	140.6	25
Kansas City	139.6	26
New Orleans	137.5	27
Cincinnati	133.6	28
San Antonio	130.4	29
Miami - Hialeah	128.0	30
Milwaukee	124.8	31
Tampa - St. Petersburg - Clearwater	123.2	32
Norfolk - Virginia Beach - Newport News	121.6	33
San Jose	119.6	34
Columbus, Ohio	117.6	35
Fort Worth - Arlington	114.6	36
Sacramento	113.5	37
Indianapolis	113.2	38
Portland, Ore.	103.0	39
San Francisco	99.0	40
Oklahoma City	96.2	41
Memphis	94.5	42
Bergen - Passaic	90.7	43
Charlotte - Gastonia - Rock Hill	90.5	44
Louisville	89.4	45
Birmingham	84.7	46
Dayton - Springfield	82.0	47
Rochester, N.Y.	81.5	48
Nashville	81.4	49
Honolulu	80.5	50
Total Top 50	**9,423.0**	
Hartford - New Britain - Middletown - Bristol	79.5	51
Jacksonville, Fla.	77.8	52
Monmouth - Ocean	76.8	53
Buffalo	74.1	54
Orlando	72.9	55
Tulsa	71.8	56
Greensboro - Winston-Salem - High Point	71.5	57
Fort Lauderdale - Hollywood - Pompano Beach	70.4	58
Middlesex - Somerset - Hunterdon	68.6	59
Gary - Hammond	67.0	60
Austin	66.9	61
Richmond - Petersburg	66.7	62
Albany - Schenectady - Troy	66.2	63
Providence - Pawtucket - Woonsocket	66.1	64
El Paso	65.9	65
Grand Rapids	64.8	66
Oxnard - Ventura	62.4	67
Omaha	61.5	68
Fresno	60.7	69
Baton Rouge	60.0	70
Bridgeport - Stamford - Norwalk - Danbury	59.5	71
Toledo	57.5	72
New Haven - Waterbury - Meriden	57.4	73
Syracuse	56.3	74
Akron	55.3	75
Bakersfield	54.8	76
Tucson	54.6	77
Worcester - Fitchburg - Leominster	53.3	78
Scranton - Wilkes-Barre	53.1	79
Tacoma	52.7	80
Greenville - Spartanburg	52.5	81
Little Rock - North Little Rock	50.7	82
Charleston, S.C.	50.2	83
Las Vegas	50.1	84
Raleigh - Durham	49.6	85
Allentown - Bethlehem	49.5	86
Mobile	49.1	87
West Palm Beach - Boca Raton - Delray Beach	48.5	88
McAllen - Edinburg - Mission	48.3	89
Knoxville	47.4	90
Wichita	46.8	91
Wilmington, Del.	46.4	92
Jersey City	46.2	93
Harrisburg - Lebanon - Carlisle	45.9	94
Provo - Orem	45.7	95
Albuquerque	45.2	96
Lake County, Ill.	45.2	96
Youngstown - Warren	44.7	98
Flint	43.9	99
Springfield, Mass.	43.8	100
Total Top 100	**12,298.8**	
Jackson, Miss.	42.3	101
Corpus Christi	42.0	102
Joliet	41.8	103
Stockton	41.1	104
New Bedford - Fall River - Attleboro	40.7	105
Saginaw - Bay City - Midland	40.3	106
Columbia, S.C.	39.4	107
Lansing - East Lansing	39.4	107
Beaumont - Port Arthur	39.1	109
Chattanooga	38.7	110
Shreveport	38.6	111
Augusta	38.4	112
Davenport - Rock Island - Moline	38.3	113
Aurora - Elgin	37.3	114
Vallejo - Fairfield - Napa	36.9	115
Fort Wayne	36.2	116
Colorado Springs	36.0	117
Peoria	36.0	117
Canton	35.9	119
Johnson City - Kingsport - Bristol	35.8	120
Lancaster	35.8	120
Des Moines	35.2	122
Salinas - Seaside - Monterey	34.9	123
Spokane	33.5	124
Brownsville - Harlingen	33.1	125
Visalia - Tulare - Porterville	32.9	126
York	32.4	127
Modesto	31.8	128
Pensacola	31.7	129
Huntington - Ashland	31.1	130
Lakeland - Winter Haven	30.7	131
Lexington-Fayette	30.2	132
Fayetteville, N.C.	30.0	133
Appleton - Oshkosh - Neenah	29.2	134
Montgomery	29.1	135
Santa Rosa - Petaluma	28.9	136
Killeen - Temple	28.1	137
Lorain - Elyria	27.8	138
Anchorage	27.4	139
Manchester - Nashua	27.3	140
Macon - Warner Robins	27.2	141
Portsmouth - Dover - Rochester	27.0	142
Madison	26.8	143
Utica - Rome	26.5	144
Orange County, N.Y.	26.2	145
Rockford	26.2	145
Erie	25.9	147
Evansville	25.9	147
Santa Barbara - Santa Maria - Lompoc	25.8	149
Hamilton - Middletown	25.5	150
Total Top 150	**13,957.1**	
Salem, Ore.	25.3	151
Melbourne - Titusville - Palm Bay	24.4	152
Charleston, W.Va.	24.2	153
Columbus, Ga.	24.2	153
Reading	24.2	153
Eugene - Springfield	24.1	156
Savannah	24.0	157
Lafayette, La.	23.6	158
Trenton	23.5	159
Lubbock	22.9	160
Atlantic City	22.8	161
Duluth	22.7	162
Brazoria	22.5	163
Houma - Thibodaux	22.4	164
Johnstown	22.3	165
Vancouver	22.2	166
Boise	21.8	167
Ann Arbor	21.7	168
Galveston - Texas City	21.6	169
Binghamton	21.2	170
South Bend - Mishawaka	21.1	171
Biloxi - Gulfport	20.8	172
Amarillo	20.7	173
New London - Norwich	20.7	173
Poughkeepsie	20.0	175
Daytona Beach	19.8	176
Springfield, Mo.	19.8	176
Merced	19.7	178
Tallahassee	19.5	179
Huntsville	19.4	180
St. Cloud	19.2	181
Yakima	19.2	181
Hickory	18.7	183
Kalamazoo	18.6	184
Lake Charles	18.6	184
Fort Myers - Cape Coral	18.5	186
Niagara Falls	18.3	187
Green Bay	18.2	188
Portland, Me.	18.1	189
Santa Cruz	17.9	190
Lincoln	17.8	191
Springfield, Ill.	17.7	192
Fort Smith	17.5	193
Waco	17.4	194
Longview - Marshall	17.2	195
Clarksville - Hopkinsville	17.1	196
Racine	16.9	197
Boulder - Longmont	16.7	198
Reno	16.7	198
Roanoke	16.7	198
Total Top 200	**14,977.2**	
Bremerton	16.5	201
Richland - Kennewick - Pasco	16.4	202
Gainesville	16.3	203
Lima	16.0	204
Monroe	16.0	204
Benton Harbor	15.9	206
Cedar Rapids	15.9	206
Laredo	15.9	206
Odessa	15.7	209
Beaver County, Pa.	15.6	210
Fort Collins - Loveland	15.6	210
Fort Pierce	15.6	210
Muskegon	15.5	213
Alexandria, La.	15.1	214
Waterloo - Cedar Falls	15.1	214
Elkhart - Goshen	15.0	216
Tyler	14.9	217
Wheeling	14.7	218
Parkersburg - Marietta	14.6	219
Topeka	14.5	220
Pascagoula	14.3	221
Greeley	14.0	222
Fargo - Moorhead	13.9	223
Jacksonville, N.C.	13.9	223
Olympia	13.9	223
Champaign - Urbana - Rantoul	13.7	226
Fort Walton Beach	13.6	227
Dothan	13.5	228
Albany, Ga.	13.4	229
Janesville - Beloit	13.4	229
Anderson, S.C.	13.3	231
Jackson, Mich.	13.3	231
Chico	13.1	233
Lawton	13.1	233
Ocala	13.1	233
Las Cruces	13.0	236
Steubenville - Weirton	13.0	236
Tuscaloosa	13.0	236
Asheville	12.7	239
Billings	12.6	240
Florence, S.C.	12.6	240
Abilene	12.5	242
Battle Creek	12.5	242
Eau Claire	12.5	242
Medford	12.5	242
Midland, Tex.	12.5	242
Vineland - Millville - Bridgeton	12.5	242
Decatur	12.4	248
Sioux City	12.3	249
Sioux Falls	12.3	249
Total Top 250	**15,680.4**	
Mansfield	12.2	251
Redding	12.2	251
Athens	12.1	253
Texarkana	12.1	253
Anderson, Ind.	12.0	255
Florence, Ala.	12.0	255
Wichita Falls	12.0	255
Lynchburg	11.9	258
Bangor	11.8	259
Joplin	11.8	259
Pueblo	11.8	259
Sarasota	11.7	262
Wausau	11.7	262
Altoona	11.6	264
Yuba City	11.6	264
Bradenton	11.4	266
Anniston	11.3	267
Terre Haute	11.1	268
Panama City	11.0	269
Kenosha	10.9	270
Bloomington - Normal	10.7	271
Burlington, Vt.	10.5	272
Bellingham	10.4	273
Kankakee	10.4	273
Bryan - College Station	10.3	275
Pittsfield	10.3	275
Muncie	10.1	277
Williamsport	10.1	277
Bismarck	10.0	279
Glens Falls	10.0	279
Kokomo	10.0	279
Sharon	10.0	279
Santa Fe	9.8	283
Sheboygan	9.7	284
Lafayette - West Lafayette	9.6	285
Rochester, Minn.	9.4	286
Wilmington, N.C.	9.4	286
Gadsden	9.3	288
Pine Bluff	9.2	289
San Angelo	9.2	289
Charlottesville	9.1	291
Fayetteville - Springdale	9.1	291
Lewiston - Auburn	9.1	291
Dubuque	9.0	294
Danville, Va.	8.9	295
Victoria	8.9	295
Naples	8.7	297
Owensboro	8.6	298
Rapid City	8.6	298
Columbia, Mo.	8.5	300
Hagerstown	8.3	301
Sherman - Denison	8.3	301
Casper	8.1	303
Elmira	8.1	303
Cumberland	8.0	305
Great Falls	8.0	305
La Crosse	7.9	307
Grand Forks	7.8	308
St. Joseph	7.8	308
Cheyenne	7.5	310
State College	7.5	310
Jackson, Tenn.	7.3	312
Burlington, N.C.	7.2	313
Bloomington, Ind.	7.1	314
Enid	6.7	315
Iowa City	6.7	315
Lawrence, Kans.	5.4	317
Total Above Areas	**16,329.2**	
Percent of U.S.	**75.0147**	
U.S. Total	**21,768.0**	

CHILDREN 6 TO 17 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	1,313.1	1
New York	1,274.5	2
Chicago	1,038.1	3
Philadelphia	808.0	4
Detroit	796.7	5
Boston - Lawrence - Salem - Lowell - Brockton	602.1	6
Washington	597.7	7
Houston	573.7	8
Nassau - Suffolk	489.5	9
Atlanta	456.9	10
St. Louis	424.3	11
Dallas	415.7	12
Minneapolis - St. Paul	397.4	13
Baltimore	387.1	14
Anaheim - Santa Ana	359.1	15
Riverside - San Bernardino	337.6	16
San Diego	331.8	17
Pittsburgh	330.1	18
Newark	325.4	19
Phoenix	316.6	20
Cleveland	306.8	21
Oakland	302.2	22
Denver	274.2	23
Seattle	269.1	24
Tampa - St. Petersburg - Clearwater	263.5	25
Miami - Hialeah	259.1	26
Kansas City	256.6	27
Cincinnati	248.1	28
New Orleans	242.2	29
Milwaukee	237.5	30
San Antonio	237.1	31
San Jose	235.2	32
Norfolk - Virginia Beach - Newport News	219.7	33
Columbus, Ohio	217.8	34
Indianapolis	217.6	35
Fort Worth - Arlington	210.5	36
Sacramento	205.3	37
Bergen - Passaic	203.6	38
Salt Lake City - Ogden	200.9	39
San Francisco	192.8	40
Charlotte - Gastonia - Rock Hill	188.5	41
Hartford - New Britain - Middletown - Bristol	179.4	42
Portland, Ore.	178.6	43
Memphis	174.6	44
Rochester, N.Y.	171.0	45
Louisville	167.8	46
Oklahoma City	162.6	47
Monmouth - Ocean	162.5	48
Buffalo	162.3	49
Dayton - Springfield	160.9	50
Total Top 50	**18,083.4**	
Middlesex - Somerset - Hunterdon	158.3	51
Nashville	155.4	52
Greensboro - Winston-Salem - High Point	153.8	53
Birmingham	153.5	54
Orlando	151.2	55
Fort Lauderdale - Hollywood - Pompano Beach	150.1	56
Jacksonville, Fla.	148.8	57
Bridgeport - Stamford - Norwalk - Danbury	141.8	58
Providence - Pawtucket - Woonsocket	141.8	58
Albany - Schenectady - Troy	140.5	60
Richmond - Petersburg	135.5	61
Honolulu	135.4	62
Tulsa	125.0	63
New Haven - Waterbury - Meriden	123.5	64
Gary - Hammond	118.1	65
El Paso	116.4	66
Oxnard - Ventura	115.1	67
Austin	114.7	68
Grand Rapids	114.2	69
Syracuse	114.2	69
Scranton - Wilkes-Barre	112.1	71
Worcester - Fitchburg - Leominster	112.0	72
Omaha	110.7	73
Akron	109.7	74
Greenville - Spartanburg	105.5	75
Toledo	104.7	76
Allentown - Bethlehem	103.5	77
Baton Rouge	102.9	78
Fresno	101.6	79
Raleigh - Durham	100.3	80
West Palm Beach - Boca Raton - Delray Beach	97.8	81
Tucson	97.5	82
Knoxville	96.6	83
Wilmington, Del.	95.5	84
Springfield, Mass.	94.8	85
Harrisburg - Lebanon - Carlisle	94.4	86
Las Vegas	93.6	87
Charleston, S.C.	90.3	88
Little Rock - North Little Rock	88.0	89
Tacoma	87.6	90
Youngstown - Warren	87.4	91
Lake County, Ill.	87.3	92
Mobile	87.1	93
Bakersfield	86.8	94
Flint	86.6	95
Jersey City	86.2	96
New Bedford - Fall River - Attleboro	85.1	97
McAllen - Edinburg - Mission	84.4	98
Albuquerque	81.8	99
Saginaw - Bay City - Midland	79.8	100
Total Top 100	**23,642.1**	
Columbia, S.C.	76.9	101
Johnson City - Kingsport - Bristol	76.0	102
Wichita	74.8	103
Jackson, Miss.	74.2	104
Chattanooga	73.9	105
Joliet	73.6	106
Lansing - East Lansing	73.4	107
Stockton	72.4	108
Corpus Christi	71.9	109
Augusta	70.6	110
Canton	70.3	111
Beaumont - Port Arthur	69.1	112
York	68.1	113
Davenport - Rock Island - Moline	66.8	114
Shreveport	66.4	115
Lancaster	65.1	116
Aurora - Elgin	64.9	117
Des Moines	64.6	118
Vallejo - Fairfield - Napa	64.5	119
Fort Wayne	64.3	120
Colorado Springs	63.4	121
Lakeland - Winter Haven	62.2	122
Peoria	62.0	123
Pensacola	60.7	124
Spokane	58.6	125
Huntington - Ashland	58.3	126
Melbourne - Titusville - Palm Bay	57.4	127
Brownsville - Harlingen	57.0	128
Manchester - Nashua	56.4	129
Utica - Rome	56.0	130
Appleton - Oshkosh - Neenah	55.2	131
Montgomery	55.2	131
Portsmouth - Dover - Rochester	54.8	133
Visalia - Tulare - Porterville	54.8	133
Modesto	54.3	135
Santa Rosa - Petaluma	53.7	136
Salinas - Seaside - Monterey	53.6	137
Lexington-Fayette	53.2	138
Lorain - Elyria	52.6	139
Orange County, N.Y.	52.4	140
Macon - Warner Robins	52.2	141
Madison	51.6	142
Rockford	51.5	143
Trenton	50.5	144
Reading	50.1	145
Santa Barbara - Santa Maria - Lompoc	49.4	146
Erie	49.2	147
Atlantic City	47.9	148
Hamilton - Middletown	47.1	149
Evansville	46.7	150
Total Top 150	**26,671.9**	
Fayetteville, N.C.	46.4	151
Provo - Orem	46.2	152
Binghamton	45.7	153
Poughkeepsie	45.2	154
Columbus, Ga.	43.8	155
Johnstown	42.8	156
Salem, Ore.	42.5	157
Charleston, W.Va.	42.3	158
Daytona Beach	42.3	158
Anchorage	42.1	160
Savannah	42.0	161
Huntsville	41.2	162
Lafayette, La.	41.2	162
New London - Norwich	41.2	162
Eugene - Springfield	41.1	165
Duluth	40.4	166
Houma - Thibodaux	39.3	167
South Bend - Mishawaka	39.3	167
Vancouver	39.0	169
Hickory	38.8	170
Ann Arbor	38.5	171
Galveston - Texas City	38.4	172
Killeen - Temple	37.7	173
Portland, Me.	37.5	174
Biloxi - Gulfport	37.3	175
Niagara Falls	37.3	175
Fort Myers - Cape Coral	37.0	177
Brazoria	36.9	178
Lubbock	36.4	179
Roanoke	36.2	180
Green Bay	35.3	181
Springfield, Mo.	35.3	181
Kalamazoo	35.0	183
Tallahassee	35.0	183
Boise	34.5	185
St. Cloud	33.9	186
Yakima	33.0	187
Lake Charles	32.9	188
Boulder - Longmont	32.7	189
Racine	32.3	190
Amarillo	32.2	191
Reno	32.2	191
Fort Smith	32.1	193
Beaver County, Pa.	31.8	194
Springfield, Ill.	31.7	195
Merced	31.0	196
Santa Cruz	31.0	196
Benton Harbor	30.9	198
Cedar Rapids	29.8	199
Fort Pierce	29.7	200
Total Top 200	**28,540.2**	
Waco	29.5	201
Longview - Marshall	29.4	202
Lincoln	29.2	203
Muskegon	29.0	204
Wheeling	28.7	205
Gainesville	28.5	206
Laredo	28.4	207
Lima	28.3	208
Bremerton	28.2	209
Ocala	28.1	210
Parkersburg - Marietta	27.5	211
Sarasota	27.5	211
Fort Collins - Loveland	27.2	213
Monroe	27.2	213
Asheville	27.1	215
Tyler	26.8	216
Alexandria, La.	26.7	217
Elkhart - Goshen	26.7	217
Pascagoula	26.4	219
Clarksville - Hopkinsville	25.9	220
Fort Walton Beach	25.9	220
Steubenville - Weirton	25.9	220
Vineland - Millville - Bridgeton	25.9	220
Jackson, Mich.	25.8	224
Topeka	25.8	224
Olympia	25.6	226
Richland - Kennewick - Pasco	25.6	226
Anderson, S.C.	25.5	228
Janesville - Beloit	25.5	228
Waterloo - Cedar Falls	25.4	230
Florence, Ala.	24.8	231
Lynchburg	24.3	232
Albany, Ga.	24.0	233
Eau Claire	24.0	233
Odessa	24.0	233
Battle Creek	23.9	236
Anderson, Ind.	23.8	237
Bangor	23.7	238
Greeley	23.7	238
Dothan	23.5	240
Tuscaloosa	23.4	241
Chico	23.2	242
Redding	23.2	242
Medford	23.1	244
Florence, S.C.	23.0	245
Las Cruces	23.0	245
Pittsfield	23.0	245
Mansfield	22.9	248
Bradenton	22.5	249
Altoona	22.4	250
Total Top 250	**29,822.8**	
Champaign - Urbana - Rantoul	22.3	251
Burlington, Vt.	22.2	252
Fargo - Moorhead	22.2	252
Joplin	22.1	254
Athens	22.0	255
Pueblo	22.0	255
Glens Falls	21.9	257
Decatur	21.7	258
Kenosha	21.7	258
Texarkana	21.6	260
Anniston	21.2	261
Wausau	21.2	261
Panama City	21.1	263
Sharon	20.9	264
Sioux Falls	20.8	265
Billings	20.7	266
Muncie	20.5	267
Lawton	20.4	268
Terre Haute	20.2	269
Wilmington, N.C.	19.8	270
Yuba City	19.8	270
Sioux City	19.7	272
Williamsport	19.7	272
Midland, Tex.	19.6	274
Wichita Falls	19.5	275
Abilene	19.4	276
Santa Fe	19.4	276
Kokomo	19.3	278
Danville, Va.	18.9	279
Kankakee	18.9	279
Hagerstown	18.7	281
Jacksonville, N.C.	18.2	282
Bellingham	18.0	283
Gadsden	18.0	283
Dubuque	17.9	285
Lewiston - Auburn	17.9	285
Bloomington - Normal	17.8	287
Sheboygan	17.7	288
Charlottesville	17.4	289
Burlington, N.C.	17.3	290
Naples	17.2	291
Rochester, Minn.	17.1	292
Cumberland	17.0	293
Lafayette - West Lafayette	16.8	294
Fayetteville - Springdale	16.5	295
Pine Bluff	16.5	295
Bismarck	16.3	297
Elmira	16.2	298
Owensboro	15.9	299
Bryan - College Station	15.7	300
San Angelo	15.7	300
State College	15.5	302
Sherman - Denison	15.3	303
La Crosse	14.7	304
Victoria	14.6	305
Columbia, Mo.	14.4	306
St. Joseph	13.7	307
Great Falls	13.6	308
Jackson, Tenn.	13.2	309
Rapid City	13.0	310
Bloomington, Ind.	12.6	311
Cheyenne	12.5	312
Casper	12.0	313
Iowa City	10.6	314
Grand Forks	10.5	315
Enid	10.0	316
Lawrence, Kans.	8.6	317
Total Above Areas	**31,008.1**	
Percent of U.S.	**75.6568**	
U.S. Total	**40,985.2**	

HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,405.4	1
Los Angeles - Long Beach	3,046.0	2
Chicago	2,257.6	3
Philadelphia	1,773.3	4
Detroit	1,590.8	5
Boston - Lawrence - Salem - Lowell - Brockton	1,389.3	6
Washington	1,317.4	7
Houston	1,179.4	8
Atlanta	938.7	9
Dallas	890.6	10
St. Louis	889.6	11
Minneapolis - St. Paul	875.9	12
Nassau - Suffolk	865.5	13
Baltimore	836.6	14
Pittsburgh	835.5	15
San Diego	808.8	16
Tampa - St. Petersburg - Clearwater	807.2	17
Anaheim - Santa Ana	773.8	18
Oakland	753.0	19
Phoenix	749.0	20
Riverside - San Bernardino	724.4	21
Cleveland	712.3	22
Seattle	705.3	23
Newark	687.7	24
Miami - Hialeah	672.1	25
San Francisco	668.1	26
Denver	664.1	27
Kansas City	574.1	28
Cincinnati	529.9	29
Milwaukee	527.8	30
Sacramento	508.4	31
Columbus, Ohio	496.1	32
Fort Lauderdale - Hollywood - Pompano Beach	496.1	32
New Orleans	493.8	34
San Jose	493.7	35
Bergen - Passaic	482.4	36
Portland, Ore.	456.5	37
Fort Worth - Arlington	451.7	38
Indianapolis	451.0	39
Norfolk - Virginia Beach - Newport News	444.6	40
San Antonio	422.8	41
Hartford - New Britain - Middletown - Bristol	404.4	42
Charlotte - Gastonia - Rock Hill	398.6	43
Oklahoma City	380.1	44
Rochester, N.Y.	364.9	45
Monmouth - Ocean	360.5	46
Buffalo	360.1	47
Louisville	357.1	48
Dayton - Springfield	356.3	49
Nashville	348.7	50
Total Top 50	**40,977.0**	
Birmingham	347.9	51
Greensboro - Winston-Salem - High Point	346.6	52
Memphis	342.4	53
Salt Lake City - Ogden	340.0	54
Orlando	339.8	55
Middlesex - Somerset - Hunterdon	332.5	56
Providence - Pawtucket - Woonsocket	328.7	57
West Palm Beach - Boca Raton - Delray Beach	324.8	58
Jacksonville, Fla.	320.9	59
Albany - Schenectady - Troy	320.0	60
Bridgeport - Stamford - Norwalk - Danbury	296.4	61
Richmond - Petersburg	294.4	62
Tulsa	287.0	63
New Haven - Waterbury - Meriden	284.1	64
Austin	279.7	65
Scranton - Wilkes-Barre	278.7	66
Honolulu	258.5	67
Allentown - Bethlehem	253.0	68
Raleigh - Durham	245.6	69
Tucson	244.7	70
Worcester - Fitchburg - Leominster	242.9	71
Akron	242.4	72
Syracuse	235.7	73
Grand Rapids	231.8	74
Knoxville	231.1	75
Omaha	230.3	76
Toledo	230.3	76
Greenville - Spartanburg	229.8	78
Las Vegas	228.7	79
Harrisburg - Lebanon - Carlisle	222.8	80
Gary - Hammond	217.9	81
Springfield, Mass.	216.0	82
Jersey City	214.9	83
Fresno	210.8	84
Oxnard - Ventura	204.7	85
Tacoma	203.6	86
Wilmington, Del.	195.8	87
Baton Rouge	192.4	88
Youngstown - Warren	191.9	89
Little Rock - North Little Rock	185.7	90
Albuquerque	181.7	91
New Bedford - Fall River - Attleboro	180.2	92
Wichita	180.0	93
Bakersfield	176.0	94
Mobile	170.4	95
Charleston, S.C.	169.5	96
Johnson City - Kingsport - Bristol	167.7	97
El Paso	165.9	98
Chattanooga	161.9	99
Columbia, S.C.	160.9	100
Total Top 100	**53,116.4**	
Flint	159.6	101
Lake County, Ill.	158.0	102
Stockton	156.0	103
Des Moines	153.4	104
Lansing - East Lansing	152.1	105
York	149.1	106
Canton	147.7	107
Davenport - Rock Island - Moline	146.2	108
Melbourne - Titusville - Palm Bay	144.9	109
Saginaw - Bay City - Midland	144.3	110
Jackson, Miss.	143.0	111
Spokane	140.9	112
Beaumont - Port Arthur	140.7	113
Lancaster	140.7	113
Lakeland - Winter Haven	139.5	115
Colorado Springs	138.7	116
Augusta	138.3	117
Vallejo - Fairfield - Napa	138.1	118
Daytona Beach	137.7	119
Santa Rosa - Petaluma	137.7	119
Shreveport	135.9	121
Madison	135.8	122
Peoria	135.2	123
Fort Wayne	128.7	124
Santa Barbara - Santa Maria - Lompoc	127.6	125
Pensacola	125.4	126
Reading	125.4	126
Huntington - Ashland	125.2	128
Joliet	125.2	128
Lexington-Fayette	125.2	128
Aurora - Elgin	123.0	131
Atlantic City	120.5	132
Corpus Christi	120.1	133
Fort Myers - Cape Coral	117.8	134
Utica - Rome	116.0	135
Manchester - Nashua	115.4	136
Portsmouth - Dover - Rochester	115.1	137
Trenton	115.1	137
Sarasota	114.7	139
Appleton - Oshkosh - Neenah	112.0	140
Salinas - Seaside - Monterey	111.1	141
Modesto	110.5	142
Evansville	108.1	143
Montgomery	107.9	144
Charleston, W.Va.	106.0	145
Rockford	105.7	146
Eugene - Springfield	104.3	147
Erie	102.7	148
Macon - Warner Robins	100.1	149
Binghamton	98.9	150
Total Top 150	**59,537.6**	
Ann Arbor	98.6	151
McAllen - Edinburg - Mission	98.5	152
Hamilton - Middletown	97.3	153
Salem, Ore.	97.2	154
Duluth	96.2	155
Reno	95.9	156
Lorain - Elyria	95.8	157
Johnstown	94.8	158
Visalia - Tulare - Porterville	94.8	158
Orange County, N.Y.	93.9	160
New London - Norwich	89.4	161
South Bend - Mishawaka	89.3	162
Anchorage	88.5	163
Poughkeepsie	88.5	163
Portland, Me.	87.8	165
Savannah	86.3	166
Springfield, Mo.	86.3	166
Roanoke	85.8	168
Columbus, Ga.	85.3	169
Santa Cruz	85.1	170
Boulder - Longmont	85.0	171
Fayetteville, N.C.	84.5	172
Huntsville	84.1	173
Fort Pierce	83.3	174
Hickory	81.1	175
Kalamazoo	80.8	176
Lincoln	80.7	177
Tallahassee	80.5	178
Niagara Falls	80.0	179
Vancouver	79.4	180
Galveston - Texas City	79.3	181
Springfield, Ill.	79.0	182
Lubbock	78.3	183
Killeen - Temple	77.8	184
Bradenton	77.0	185
Lafayette, La.	76.4	186
Amarillo	75.5	187
Gainesville	75.0	188
Boise	74.7	189
Biloxi - Gulfport	72.4	190
Brownsville - Harlingen	71.8	191
Beaver County, Pa.	71.7	192
Waco	69.6	193
Wheeling	69.5	194
Fort Collins - Loveland	69.3	195
Chico	69.0	196
Green Bay	68.7	197
Provo - Orem	68.6	198
Yakima	68.4	199
Ocala	67.6	200
Total Top 200	**63,651.9**	
Asheville	67.4	201
Brazoria	67.2	202
Cedar Rapids	67.0	203
Fort Smith	66.6	204
Bremerton	63.5	205
Racine	63.2	206
Topeka	63.1	207
Houma - Thibodaux	62.4	208
Longview - Marshall	62.1	209
Lake Charles	62.0	210
Champaign - Urbana - Rantoul	61.6	211
Benton Harbor	61.2	212
Parkersburg - Marietta	59.6	213
Steubenville - Weirton	57.7	214
Olympia	57.3	215
Tyler	57.1	216
Waterloo - Cedar Falls	56.9	217
Lima	56.7	218
St. Cloud	56.7	218
Muskegon	56.6	220
Merced	55.4	221
Fargo - Moorhead	55.1	222
Anderson, S.C.	54.9	223
Pittsfield	54.9	223
Medford	53.2	225
Elkhart - Goshen	53.0	226
Florence, Ala.	52.7	227
Tuscaloosa	52.4	228
Clarksville - Hopkinsville	52.0	229
Athens	51.9	230
Fort Walton Beach	51.9	230
Battle Creek	51.7	232
Janesville - Beloit	51.7	232
Naples	51.7	232
Monroe	51.4	235
Jackson, Mich.	51.3	236
Richland - Kennewick - Pasco	51.2	237
Altoona	51.1	238
Lynchburg	50.8	239
Joplin	50.7	240
Redding	50.7	240
Greeley	50.5	242
Alexandria, La.	50.0	243
Eau Claire	49.9	244
Odessa	49.7	245
Terre Haute	49.1	246
Decatur	48.9	247
Mansfield	48.9	247
Anderson, Ind.	48.8	249
Sioux Falls	48.7	250
Total Top 250	**66,422.0**	
Bangor	48.5	251
Pueblo	48.1	252
Billings	47.9	253
Vineland - Millville - Bridgeton	47.9	253
Dothan	46.5	255
Sharon	46.5	255
Burlington, Vt.	46.4	257
Charlottesville	46.2	258
Wichita Falls	45.9	259
Bloomington - Normal	45.7	260
Panama City	45.6	261
Bellingham	44.8	262
Sioux City	44.8	262
Texarkana	44.7	264
Wilmington, N.C.	44.3	265
Anniston	44.2	266
Abilene	44.1	267
Bryan - College Station	44.1	267
Muncie	44.1	267
Kenosha	43.9	270
Williamsport	43.9	270
Pascagoula	43.7	272
Lafayette - West Lafayette	42.9	273
Florence, S.C.	42.0	274
Midland, Tex.	42.0	274
Yuba City	41.6	276
Wausau	41.5	277
Hagerstown	41.1	278
Las Cruces	40.8	279
Danville, Va.	40.5	280
Glens Falls	40.3	281
Santa Fe	40.1	282
Fayetteville - Springdale	40.0	283
Albany, Ga.	39.8	284
Burlington, N.C.	39.3	285
Columbia, Mo.	39.3	285
Cumberland	39.3	285
Gadsden	39.1	288
State College	39.1	288
Kokomo	38.4	290
Lawton	38.1	291
Sheboygan	37.8	292
Sherman - Denison	37.7	293
Lewiston - Auburn	37.4	294
Kankakee	36.9	295
Rochester, Minn.	36.3	296
Bloomington, Ind.	36.2	297
Jacksonville, N.C.	36.1	298
San Angelo	36.0	299
La Crosse	35.3	300
Elmira	34.3	301
Iowa City	33.4	302
Bismarck	32.7	303
Owensboro	32.5	304
St. Joseph	32.2	305
Laredo	31.8	306
Dubuque	31.2	307
Great Falls	30.9	308
Pine Bluff	30.7	309
Jackson, Tenn.	29.5	310
Rapid City	29.2	311
Cheyenne	28.6	312
Casper	27.3	313
Victoria	26.7	314
Lawrence, Kans.	25.8	315
Enid	25.7	316
Grand Forks	23.9	317
Total Above Areas	**69,025.1**	
Percent of U.S.	**76.9765**	
U.S. Total	**89,670.4**	

ONE-PERSON HOUSEHOLDS

Area	(Thous.)	Rank
New York	1,136.4	1
Los Angeles - Long Beach	878.6	2
Chicago	628.2	3
Philadelphia	459.0	4
Boston - Lawrence - Salem - Lowell - Brockton	392.0	5
Detroit	390.7	6
Washington	364.7	7
Houston	301.7	8
San Francisco	241.8	9
Minneapolis - St. Paul	241.4	10
Pittsburgh	236.4	11
Dallas	233.0	12
St. Louis	227.9	13
Tampa - St. Petersburg - Clearwater	224.9	14
Atlanta	219.7	15
Oakland	215.9	16
Cleveland	207.3	17
San Diego	206.5	18
Seattle	205.9	19
Baltimore	201.9	20
Phoenix	201.5	21
Denver	201.4	22
Miami - Hialeah	184.0	23
Anaheim - Santa Ana	183.0	24
Newark	165.1	25
Riverside - San Bernardino	160.5	26
Kansas City	152.0	27
Cincinnati	149.1	28
Milwaukee	146.2	29
Columbus, Ohio	144.6	30
Fort Lauderdale - Hollywood - Pompano Beach	142.7	31
Sacramento	142.7	31
Nassau - Suffolk	139.7	33
New Orleans	135.7	34
Portland, Ore.	130.1	35
San Jose	121.6	36
Bergen - Passaic	115.4	37
Indianapolis	111.3	38
Norfolk - Virginia Beach - Newport News	104.5	39
Fort Worth - Arlington	103.0	40
Hartford - New Britain - Middletown - Bristol	102.8	41
Oklahoma City	101.2	42
Dayton - Springfield	99.5	43
Buffalo	95.8	44
Rochester, N.Y.	95.7	45
West Palm Beach - Boca Raton - Delray Beach	94.6	46
Charlotte - Gastonia - Rock Hill	92.7	47
Monmouth - Ocean	92.3	48
San Antonio	91.9	49
Louisville	90.9	50
Total Top 50	**11,105.4**	
Providence - Pawtucket - Woonsocket	88.5	51
Albany - Schenectady - Troy	88.1	52
Birmingham	86.8	53
Greensboro - Winston-Salem - High Point	85.3	54
Jacksonville, Fla.	83.8	55
Nashville	83.2	56
Orlando	82.2	57
Memphis	80.2	58
Austin	79.1	59
Scranton - Wilkes-Barre	75.8	60
Tulsa	75.1	61
New Haven - Waterbury - Meriden	74.3	62
Middlesex - Somerset - Hunterdon	72.5	63
Richmond - Petersburg	71.9	64
Tucson	71.7	65
Bridgeport - Stamford - Norwalk - Danbury	68.1	66
Las Vegas	67.9	67
Salt Lake City - Ogden	67.7	68
Raleigh - Durham	66.0	69
Akron	64.9	70
Toledo	64.8	71
Allentown - Bethlehem	64.3	72
Jersey City	63.2	73
Omaha	62.7	74
Worcester - Fitchburg - Leominster	62.1	75
Syracuse	60.4	76
Harrisburg - Lebanon - Carlisle	59.8	77
Knoxville	58.2	78
Springfield, Mass.	57.2	79
Greenville - Spartanburg	56.9	80
Tacoma	54.8	81
Grand Rapids	54.2	82
Youngstown - Warren	49.0	83
Wichita	48.7	84
Albuquerque	48.3	85
Honolulu	47.7	86
Fresno	47.3	87
Des Moines	46.0	88
Gary - Hammond	45.5	89
Wilmington, Del.	45.3	90
Baton Rouge	44.0	91
Little Rock - North Little Rock	43.5	92
New Bedford - Fall River - Attleboro	42.7	93
Columbia, S.C.	42.4	94
Madison	42.2	95
Mobile	40.6	96
Spokane	40.2	97
Davenport - Rock Island - Moline	39.8	98
Bakersfield	39.6	99
Stockton	39.4	100
Total Top 100	**14,149.3**	
Daytona Beach	38.9	101
Chattanooga	38.5	102
Melbourne - Titusville - Palm Bay	38.0	103
Johnson City - Kingsport - Bristol	37.8	104
Flint	37.6	105
Charleston, S.C.	37.5	106
Santa Rosa - Petaluma	37.4	107
Oxnard - Ventura	37.1	108
Colorado Springs	36.7	109
Lansing - East Lansing	36.1	110
Shreveport	35.6	111
Lexington-Fayette	35.0	112
Peoria	35.0	112
Atlantic City	34.3	114
Canton	34.3	114
York	34.3	114
Santa Barbara - Santa Maria - Lompoc	33.4	117
Jackson, Miss.	33.3	118
Lake County, Ill.	33.0	119
Vallejo - Fairfield - Napa	32.9	120
Sarasota	32.8	121
Reading	32.7	122
Augusta	32.3	123
Lakeland - Winter Haven	32.2	124
Saginaw - Bay City - Midland	32.0	125
Lancaster	30.9	126
Beaumont - Port Arthur	30.7	127
Reno	30.6	128
Fort Wayne	30.4	129
Huntington - Ashland	29.9	130
Utica - Rome	29.7	131
Eugene - Springfield	29.1	132
El Paso	29.0	133
Appleton - Oshkosh - Neenah	28.7	134
Pensacola	28.5	135
Trenton	28.4	136
Aurora - Elgin	28.2	137
Fort Myers - Cape Coral	28.2	137
Evansville	28.1	139
Manchester - Nashua	27.9	140
Charleston, W.Va.	27.8	141
Rockford	27.2	142
Duluth	27.0	143
Ann Arbor	26.7	144
Montgomery	26.4	145
Portsmouth - Dover - Rochester	26.4	145
Binghamton	25.8	147
Erie	25.5	148
Modesto	25.2	149
Springfield, Ill.	25.2	149
Total Top 150	**15,729.5**	
Salinas - Seaside - Monterey	24.8	151
Lincoln	24.3	152
Portland, Me.	24.3	152
Salem, Ore.	23.9	154
Joliet	23.8	155
Corpus Christi	23.7	156
Boulder - Longmont	23.5	157
South Bend - Mishawaka	23.4	158
Johnstown	23.2	159
Roanoke	22.8	160
Santa Cruz	22.6	161
Anchorage	22.5	162
Hamilton - Middletown	22.5	162
Macon - Warner Robins	22.4	164
Springfield, Mo.	22.4	164
New London - Norwich	22.3	166
Lorain - Elyria	22.1	167
Tallahassee	21.5	168
Huntsville	21.4	169
Kalamazoo	21.1	170
Poughkeepsie	21.0	171
Savannah	20.7	172
Bradenton	20.0	173
Gainesville	19.8	174
Niagara Falls	19.8	174
Champaign - Urbana - Rantoul	19.6	176
Fort Pierce	19.6	176
Orange County, N.Y.	19.6	176
Columbus, Ga.	19.5	179
Wheeling	19.5	179
Cedar Rapids	19.4	181
Amarillo	19.2	182
Green Bay	19.1	183
Topeka	19.1	183
Lubbock	18.9	185
Chico	18.7	186
Visalia - Tulare - Porterville	18.5	187
Galveston - Texas City	18.4	188
Vancouver	18.4	188
Asheville	18.1	190
Boise	18.1	190
Lafayette, La.	18.1	190
Biloxi - Gulfport	18.0	193
Hickory	17.7	194
Waco	17.5	195
Fort Collins - Loveland	16.8	196
Beaver County, Pa.	16.0	197
Fargo - Moorhead	16.0	197
Fayetteville, N.C.	15.9	199
Pittsfield	15.8	200
Total Top 200	**16,744.8**	
Ocala	15.7	201
Yakima	15.7	201
Fort Smith	15.4	203
Racine	15.3	204
Bremerton	15.2	205
Killeen - Temple	15.1	206
Sioux Falls	15.1	206
Benton Harbor	14.8	208
Waterloo - Cedar Falls	14.8	208
Olympia	14.7	210
McAllen - Edinburg - Mission	14.6	211
Longview - Marshall	14.4	212
Steubenville - Weirton	14.4	212
Parkersburg - Marietta	14.2	214
Billings	13.9	215
Lake Charles	13.8	216
Lima	13.8	216
Decatur	13.7	218
Tuscaloosa	13.6	219
Terre Haute	13.4	220
Battle Creek	13.3	221
Bloomington - Normal	13.3	221
Muskegon	13.3	221
Charlottesville	13.2	224
Janesville - Beloit	13.2	224
Naples	13.2	224
Joplin	13.1	227
Pueblo	13.1	227
Altoona	12.9	229
Mansfield	12.9	229
Tyler	12.9	229
Anderson, S.C.	12.8	232
Medford	12.7	233
Athens	12.5	234
Monroe	12.5	234
Sioux City	12.5	234
Eau Claire	12.4	237
Florence, Ala.	12.4	237
Alexandria, La.	12.3	239
Lynchburg	12.2	240
Redding	12.1	241
Burlington, Vt.	11.9	242
Anderson, Ind.	11.8	243
Brownsville - Harlingen	11.8	243
Lafayette - West Lafayette	11.7	245
Richland - Kennewick - Pasco	11.7	245
Fort Walton Beach	11.6	247
Houma - Thibodaux	11.6	247
Wichita Falls	11.6	247
Elkhart - Goshen	11.5	250
Total Top 250	**17,410.4**	
Jackson, Mich.	11.5	250
Santa Fe	11.5	250
Bellingham	11.4	253
Brazoria	11.4	253
Bryan - College Station	11.4	253
Greeley	11.4	253
Kenosha	11.4	253
Odessa	11.3	258
Columbia, Mo.	11.2	259
Iowa City	11.2	259
Sharon	11.2	259
Wilmington, N.C.	11.2	259
Bloomington, Ind.	11.1	263
St. Cloud	11.1	263
Anniston	11.0	265
Panama City	11.0	265
Merced	10.9	267
Muncie	10.8	268
Williamsport	10.8	268
Texarkana	10.7	270
Abilene	10.6	271
Bangor	10.6	271
Vineland - Millville - Bridgeton	10.4	273
Dothan	10.2	274
Cumberland	10.0	275
State College	10.0	275
Clarksville - Hopkinsville	9.9	277
Kankakee	9.9	277
Yuba City	9.9	277
Hagerstown	9.7	280
Lewiston - Auburn	9.7	280
La Crosse	9.6	282
Sherman - Denison	9.6	282
Wausau	9.6	282
Burlington, N.C.	9.5	285
Fayetteville - Springdale	9.5	285
Glens Falls	9.5	285
Rochester, Minn.	9.5	285
Midland, Tex.	9.4	289
Great Falls	9.3	290
Sheboygan	9.3	290
Kokomo	9.2	292
Las Cruces	9.2	292
Danville, Va.	9.1	294
Florence, S.C.	9.1	294
Gadsden	9.1	294
San Angelo	8.9	297
St. Joseph	8.8	298
Provo - Orem	8.7	299
Elmira	8.5	300
Owensboro	8.5	300
Pascagoula	8.4	302
Cheyenne	8.2	303
Dubuque	8.1	304
Albany, Ga.	7.9	305
Bismarck	7.9	305
Lawton	7.6	307
Lawrence, Kans.	7.5	308
Rapid City	7.5	308
Jackson, Tenn.	7.4	310
Casper	7.0	311
Pine Bluff	7.0	311
Enid	6.8	313
Grand Forks	6.2	314
Jacksonville, N.C.	6.2	314
Victoria	5.2	316
Laredo	4.9	317
Total Above Areas	**18,042.5**	
Percent of U.S.	**78.5361**	
U.S. Total	**22,975.5**	

HOUSEHOLDS WITH EBI OF $50,000 AND OVER

Area	(Thous.)	Rank
Los Angeles - Long Beach	651.0	1
New York	632.3	2
Chicago	494.9	3
Washington	449.1	4
Boston - Lawrence - Salem - Lowell - Brockton	351.7	5
Nassau - Suffolk	339.0	6
Philadelphia	326.9	7
Detroit	292.4	8
Houston	235.9	9
Anaheim - Santa Ana	234.5	10
Oakland	208.7	11
Atlanta	201.6	12
Newark	191.4	13
Dallas	189.8	14
San Francisco	187.8	15
Minneapolis - St. Paul	184.5	16
San Diego	174.1	17
San Jose	164.1	18
Seattle	161.7	19
St. Louis	157.6	20
Baltimore	156.5	21
Bergen - Passaic	147.5	22
Denver	138.3	23
Phoenix	117.7	24
Riverside - San Bernardino	117.1	25
Miami - Hialeah	115.7	26
Bridgeport - Stamford - Norwalk - Danbury	112.8	27
Cleveland	110.5	28
Pittsburgh	107.8	29
Kansas City	107.7	30
Hartford - New Britain - Middletown - Bristol	106.8	31
Middlesex - Somerset - Hunterdon	105.0	32
Tampa - St. Petersburg - Clearwater	104.8	33
Sacramento	93.6	34
Fort Lauderdale - Hollywood - Pompano Beach	92.6	35
Monmouth - Ocean	89.2	36
Fort Worth - Arlington	83.0	37
Milwaukee	80.6	38
Cincinnati	79.8	39
Rochester, N.Y.	78.8	40
Norfolk - Virginia Beach - Newport News	73.1	41
Indianapolis	72.4	42
Portland, Ore.	70.7	43
New Haven - Waterbury - Meriden	70.6	44
West Palm Beach - Boca Raton - Delray Beach	67.6	45
Columbus, Ohio	66.4	46
Honolulu	65.0	47
New Orleans	63.7	48
Oxnard - Ventura	62.2	49
San Antonio	58.1	50
Total Top 50	**8,644.6**	
Nashville	55.0	51
Albany - Schenectady - Troy	54.6	52
Richmond - Petersburg	54.4	53
Dayton - Springfield	53.8	54
Providence - Pawtucket - Woonsocket	53.4	55
Orlando	53.0	56
Buffalo	52.0	57
Oklahoma City	50.6	58
Austin	50.1	59
Charlotte - Gastonia - Rock Hill	49.4	60
Jacksonville, Fla.	49.2	61
Lake County, Ill.	48.7	62
Memphis	44.2	63
Syracuse	43.8	64
Worcester - Fitchburg - Leominster	43.7	65
Louisville	43.4	66
Greensboro - Winston-Salem - High Point	42.9	67
Raleigh - Durham	42.3	68
Omaha	41.8	69
Salt Lake City - Ogden	41.7	70
Wilmington, Del.	40.0	71
Birmingham	37.6	72
Grand Rapids	37.1	73
Tulsa	36.0	74
Wichita	35.8	75
Allentown - Bethlehem	35.0	76
Fresno	34.4	77
Toledo	33.3	78
Las Vegas	33.2	79
Akron	32.1	80
Trenton	32.1	80
Bakersfield	31.8	82
Harrisburg - Lebanon - Carlisle	31.8	82
Springfield, Mass.	30.9	84
Manchester - Nashua	29.5	85
Santa Barbara - Santa Maria - Lompoc	29.5	85
Santa Rosa - Petaluma	29.3	87
Jersey City	29.2	88
Gary - Hammond	27.8	89
Anchorage	27.5	90
Baton Rouge	27.3	91
Vallejo - Fairfield - Napa	26.7	92
Portsmouth - Dover - Rochester	26.3	93
Tucson	26.3	93
Little Rock - North Little Rock	26.1	95
Youngstown - Warren	25.6	96
Knoxville	25.4	97
Peoria	25.0	98
Lansing - East Lansing	24.6	99
Aurora - Elgin	24.5	100
Total Top 100	**10,524.3**	
Beaumont - Port Arthur	23.7	101
Joliet	23.0	102
Stockton	23.0	102
New Bedford - Fall River - Attleboro	22.9	104
Poughkeepsie	22.8	105
Scranton - Wilkes-Barre	22.6	106
Columbia, S.C.	22.5	107
Davenport - Rock Island - Moline	22.5	107
Albuquerque	21.9	109
Salinas - Seaside - Monterey	21.4	110
Des Moines	20.8	111
New London - Norwich	20.6	112
Mobile	19.9	113
Madison	19.7	114
Saginaw - Bay City - Midland	19.7	114
Colorado Springs	19.3	116
Greenville - Spartanburg	19.3	116
Tacoma	19.3	116
Santa Cruz	19.2	119
Ann Arbor	18.6	120
Flint	18.5	121
Jackson, Miss.	18.4	122
Lancaster	18.2	123
El Paso	18.0	124
Pensacola	18.0	124
Melbourne - Titusville - Palm Bay	17.8	126
Augusta	17.6	127
Fort Wayne	17.1	128
Binghamton	17.0	129
Orange County, N.Y.	17.0	129
York	16.8	131
Macon - Warner Robins	16.7	132
Brazoria	16.5	133
Boulder - Longmont	16.4	134
Daytona Beach	16.4	134
Lexington-Fayette	16.3	136
Huntsville	16.2	137
Reno	16.2	137
Corpus Christi	16.1	139
Shreveport	16.1	139
Canton	15.8	141
Fort Myers - Cape Coral	15.8	141
Sarasota	15.8	141
Atlantic City	15.7	144
Chattanooga	15.7	144
Johnson City - Kingsport - Bristol	15.4	146
Reading	15.0	147
Rockford	15.0	147
Galveston - Texas City	14.9	149
Charleston, S.C.	14.7	150
Total Top 150	**11,442.1**	
Lorain - Elyria	14.7	150
Modesto	14.5	152
Lincoln	14.3	153
Kalamazoo	14.0	154
Evansville	13.8	155
Appleton - Oshkosh - Neenah	13.5	156
Savannah	13.1	157
Utica - Rome	13.0	158
Lakeland - Winter Haven	12.9	159
Montgomery	12.8	160
Hamilton - Middletown	12.6	161
Portland, Me.	12.5	162
Spokane	12.3	163
Richland - Kennewick - Pasco	12.1	164
Erie	12.0	165
Topeka	12.0	165
Tallahassee	11.7	167
Lafayette, La.	11.3	168
Charleston, W.Va.	11.0	169
Roanoke	10.9	170
Niagara Falls	10.7	171
Amarillo	10.6	172
South Bend - Mishawaka	10.6	172
Midland, Tex.	10.5	174
Vancouver	10.3	175
Boise	9.8	176
Springfield, Mo.	9.7	177
Tyler	9.6	178
Gainesville	9.5	179
Beaver County, Pa.	9.4	180
Duluth	9.3	181
Racine	9.3	181
Lubbock	9.2	183
Odessa	9.2	183
Springfield, Ill.	9.2	183
Fort Collins - Loveland	9.1	186
Bradenton	9.0	187
Eugene - Springfield	9.0	187
Huntington - Ashland	9.0	187
Longview - Marshall	8.9	190
Kenosha	8.8	191
Fort Pierce	8.7	192
Bremerton	8.6	193
Houma - Thibodaux	8.4	194
Jackson, Mich.	8.3	195
Olympia	8.3	195
Pittsfield	8.2	197
Santa Fe	8.2	197
Decatur	8.1	199
Champaign - Urbana - Rantoul	7.9	200
Total Top 200	**11,972.5**	
Columbus, Ga.	7.9	200
Killeen - Temple	7.9	200
Lynchburg	7.9	200
Waco	7.9	200
Cedar Rapids	7.8	205
Bloomington - Normal	7.7	206
Burlington, Vt.	7.7	206
Battle Creek	7.6	208
benton Harbor	7.6	208
Green Bay	7.6	208
Kokomo	7.4	211
Lake Charles	7.4	211
Naples	7.4	211
Visalia - Tulare - Porterville	7.4	211
Waterloo - Cedar Falls	7.4	211
Charlottesville	7.2	216
Fargo - Moorhead	7.2	216
McAllen - Edinburg - Mission	7.2	216
Salem, Ore.	7.2	216
Fort Walton Beach	7.1	220
Hickory	7.1	220
Bryan - College Station	6.9	222
Sioux Falls	6.9	222
Chico	6.8	224
Fayetteville, N.C.	6.7	225
Columbia, Mo.	6.6	226
Janesville - Beloit	6.6	226
Rochester, Minn.	6.6	226
Anderson, Ind.	6.5	229
Biloxi - Gulfport	6.5	229
Lima	6.4	231
Muskegon	6.3	232
Elkhart - Goshen	6.1	233
Fort Smith	6.1	233
Merced	6.1	233
Vineland - Millville - Bridgeton	6.1	233
Asheville	5.8	237
Yakima	5.8	237
Brownsville - Harlingen	5.7	239
St. Cloud	5.6	240
Athens	5.5	241
Grand Forks	5.5	241
Lafayette - West Lafayette	5.5	241
Pascagoula	5.5	241
Wichita Falls	5.3	245
San Angelo	5.2	246
Wheeling	5.2	246
Johnstown	5.1	248
Muncie	5.1	248
Billings	5.0	250
Total Top 250	**12,303.1**	
Iowa City	5.0	250
Mansfield	5.0	250
Terre Haute	5.0	250
Greeley	4.9	254
Provo - Orem	4.9	254
Sherman - Denison	4.9	254
Abilene	4.8	257
Bangor	4.8	257
Bismarck	4.8	257
Eau Claire	4.8	257
Monroe	4.8	257
Ocala	4.8	257
Bellingham	4.7	263
Parkersburg - Marietta	4.7	263
Redding	4.7	263
Albany, Ga.	4.6	266
Hagerstown	4.6	266
Alexandria, La.	4.5	268
Glens Falls	4.5	268
Pueblo	4.5	268
Sheboygan	4.5	268
Steubenville - Weirton	4.5	268
Lawton	4.4	273
Casper	4.3	274
Clarksville - Hopkinsville	4.2	275
Danville, Va.	4.2	275
Joplin	4.2	275
Tuscaloosa	4.2	275
Yuba City	4.2	275
La Crosse	4.1	280
Texarkana	4.1	280
Wilmington, N.C.	4.1	280
Florence, Ala.	4.0	283
Kankakee	4.0	283
Anderson, S.C.	3.9	285
Lawrence, Kans.	3.9	285
Bloomington, Ind.	3.8	287
Burlington, N.C.	3.8	287
Rapid City	3.8	287
Sharon	3.8	287
Sioux City	3.8	287
Wausau	3.8	287
Fayetteville - Springdale	3.7	293
St. Joseph	3.7	293
State College	3.7	293
Las Cruces	3.6	296
Medford	3.6	296
Victoria	3.6	296
Williamsport	3.6	296
Cheyenne	3.5	300
Altoona	3.4	301
Cumberland	3.2	302
Dothan	3.2	302
Elmira	3.2	302
Lewiston - Auburn	3.2	302
Florence, S.C.	3.1	306
Pine Bluff	3.1	306
Enid	3.0	308
Jackson, Tenn.	3.0	308
Panama City	3.0	308
Owensboro	2.9	311
Anniston	2.8	312
Dubuque	2.8	312
Great Falls	2.8	312
Laredo	2.5	315
Gadsden	2.3	316
Jacksonville, N.C.	1.3	317
Total Above Areas	**12,565.8**	
Percent of U.S.	**87.6918**	
U.S. Total	**14,329.5**	

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	121,150,624	1
Los Angeles - Long Beach	114,134,025	2
Chicago	86,724,155	3
Philadelphia	63,471,921	4
Washington	61,476,304	5
Boston - Lawrence - Salem - Lowell - Brockton	57,664,154	6
Detroit	56,744,723	7
Nassau - Suffolk	46,264,678	8
Houston	43,535,505	9
Anaheim - Santa Ana	34,579,535	10
Atlanta	34,278,189	11
Minneapolis - St. Paul	33,984,285	12
Dallas	33,636,723	13
San Diego	31,678,473	14
St. Louis	31,446,360	15
Oakland	31,332,999	16
Newark	29,690,744	17
San Francisco	29,040,420	18
Baltimore	28,921,343	19
Seattle	26,746,411	20
Pittsburgh	26,285,320	21
Phoenix	24,437,272	22
Riverside - San Bernardino	24,347,979	23
Denver	24,235,480	24
Cleveland	23,747,837	25
Tampa - St. Petersburg - Clearwater	23,414,615	26
San Jose	22,888,039	27
Bergen - Passaic	22,157,291	28
Miami - Hialeah	21,584,251	29
Kansas City	20,876,260	30
Milwaukee	18,292,998	31
Sacramento	17,821,233	32
Cincinnati	17,675,127	33
Hartford - New Britain - Middletown - Bristol	16,953,593	34
Fort Lauderdale - Hollywood - Pompano Beach	16,907,642	35
Bridgeport - Stamford - Norwalk - Danbury	16,035,845	36
Fort Worth - Arlington	15,998,000	37
Columbus, Ohio	15,929,295	38
Middlesex - Somerset - Hunterdon	15,543,957	39
Indianapolis	15,339,068	40
Norfolk - Virginia Beach - Newport News	15,316,303	41
Portland, Ore.	14,952,982	42
Monmouth - Ocean	14,837,079	43
New Orleans	14,461,551	44
Rochester, N.Y.	14,169,649	45
San Antonio	13,193,202	46
Charlotte - Gastonia - Rock Hill	12,581,192	47
Buffalo	12,031,723	48
Oklahoma City	11,916,563	49
West Palm Beach - Boca Raton - Delray Beach	11,886,599	50
Total Top 50	**1,532,319,516**	
Dayton - Springfield	11,851,395	51
New Haven - Waterbury - Meriden	11,493,376	52
Nashville	11,420,905	53
Albany - Schenectady - Troy	11,358,054	54
Providence - Pawtucket - Woonsocket	11,263,987	55
Louisville	11,041,000	56
Honolulu	10,815,751	57
Orlando	10,809,978	58
Greensboro - Winston-Salem - High Point	10,765,310	59
Salt Lake City - Ogden	10,436,160	60
Richmond - Petersburg	10,364,220	61
Memphis	10,082,963	62
Jacksonville, Fla.	9,903,554	63
Birmingham	9,711,240	64
Austin	9,525,126	65
Oxnard - Ventura	9,098,441	66
Tulsa	8,783,228	67
Worcester - Fitchburg - Leominster	8,783,148	68
Syracuse	8,693,636	69
Raleigh - Durham	8,476,044	70
Omaha	8,454,764	71
Allentown - Bethlehem	8,327,706	72
Grand Rapids	8,148,494	73
Lake County, Ill.	7,776,152	74
Akron	7,771,852	75
Scranton - Wilkes-Barre	7,699,740	76
Toledo	7,557,547	77
Harrisburg - Lebanon - Carlisle	7,455,532	78
Wilmington, Del.	7,418,744	79
Springfield, Mass.	7,172,438	80
Fresno	7,105,821	81
Las Vegas	7,016,328	82
Gary - Hammond	6,943,978	83
Wichita	6,904,659	84
Tucson	6,788,082	85
Jersey City	6,526,609	86
Knoxville	6,401,113	87
Greenville - Spartanburg	6,253,851	88
Bakersfield	6,157,232	89
Youngstown - Warren	6,076,654	90
Little Rock - North Little Rock	5,993,371	91
Baton Rouge	5,969,668	92
New Bedford - Fall River - Attleboro	5,696,823	93
Tacoma	5,641,616	94
Lansing - East Lansing	5,335,594	95
Albuquerque	5,294,908	96
Columbia, S.C.	5,284,369	97
Des Moines	5,152,472	98
Santa Rosa - Petaluma	5,151,191	99
Vallejo - Fairfield - Napa	5,101,759	100
Total Top 100	**1,935,576,099**	
Davenport - Rock Island - Moline	5,085,815	101
Santa Barbara - Santa Maria - Lompoc	5,078,962	102
Trenton	5,049,666	103
Stockton	5,016,386	104
Peoria	4,986,988	105
Flint	4,918,906	106
Mobile	4,882,644	107
Aurora - Elgin	4,819,983	108
Joliet	4,748,056	109
Charleston, S.C.	4,726,068	110
York	4,723,508	111
Beaumont - Port Arthur	4,703,210	112
El Paso	4,685,180	113
Saginaw - Bay City - Midland	4,666,805	114
Manchester - Nashua	4,638,045	115
Lancaster	4,634,317	116
Madison	4,598,929	117
Canton	4,518,301	118
Johnson City - Kingsport - Bristol	4,470,554	119
Portsmouth - Dover - Rochester	4,448,276	120
Colorado Springs	4,424,196	121
Chattanooga	4,410,355	122
Salinas - Seaside - Monterey	4,259,390	123
Jackson, Miss.	4,253,019	124
Fort Wayne	4,208,854	125
Melbourne - Titusville - Palm Bay	4,186,653	126
Augusta	4,175,461	127
Shreveport	3,973,189	128
Reading	3,967,006	129
Lexington-Fayette	3,909,846	130
Anchorage	3,865,706	131
Daytona Beach	3,817,169	132
Pensacola	3,802,647	133
Poughkeepsie	3,762,321	134
Lakeland - Winter Haven	3,754,550	135
Spokane	3,750,030	136
Atlantic City	3,746,771	137
Corpus Christi	3,738,560	138
Appleton - Oshkosh - Neenah	3,698,499	139
Ann Arbor	3,641,123	140
Rockford	3,630,352	141
New London - Norwich	3,622,006	142
Utica - Rome	3,593,826	143
Fort Myers - Cape Coral	3,570,942	144
Orange County, N.Y.	3,507,497	145
Binghamton	3,495,139	146
Modesto	3,462,073	147
Sarasota	3,452,925	148
Evansville	3,409,944	149
Lorain - Elyria	3,291,647	150
Total Top 150	**2,145,358,394**	
Santa Cruz	3,281,487	151
Erie	3,223,391	152
Macon - Warner Robins	3,209,588	153
Huntington - Ashland	3,159,903	154
Montgomery	3,159,736	155
Reno	3,134,354	156
Hamilton - Middletown	3,095,186	157
Charleston, W.Va.	3,062,052	158
Boulder - Longmont	2,978,667	159
Lincoln	2,968,763	160
Portland, Me.	2,910,345	161
Huntsville	2,892,698	162
Kalamazoo	2,888,094	163
Duluth	2,862,192	164
Eugene - Springfield	2,803,728	165
South Bend - Mishawaka	2,786,646	166
Galveston - Texas City	2,767,517	167
Brazoria	2,733,957	168
Roanoke	2,668,134	169
Savannah	2,661,784	170
Niagara Falls	2,658,229	171
Springfield, Mo.	2,568,868	172
Salem, Ore.	2,548,961	173
Fayetteville, N.C.	2,520,326	174
Springfield, Ill.	2,462,293	175
Vancouver	2,439,016	176
Visalia - Tulare - Porterville	2,435,219	177
Amarillo	2,427,055	178
Lafayette, La.	2,419,061	179
Killeen - Temple	2,390,442	180
Boise	2,386,114	181
Columbus, Ga.	2,384,546	182
Tallahassee	2,377,993	183
Hickory	2,377,809	184
Lubbock	2,377,025	185
Topeka	2,362,663	186
Beaver County, Pa.	2,335,729	187
Johnstown	2,332,733	188
McAllen - Edinburg - Mission	2,267,402	189
Fort Pierce	2,246,784	190
Cedar Rapids	2,237,739	191
Green Bay	2,204,051	192
Racine	2,196,152	193
Bradenton	2,174,460	194
Fort Collins - Loveland	2,098,215	195
Gainesville	2,096,178	196
Bremerton	2,017,441	197
Champaign - Urbana - Rantoul	2,006,909	198
Waco	1,984,773	199
Houma - Thibodaux	1,972,214	200
Total Top 200	**2,273,913,016**	
Biloxi - Gulfport	1,961,457	201
Longview - Marshall	1,948,555	202
Richland - Kennewick - Pasco	1,927,891	203
Waterloo - Cedar Falls	1,923,407	204
Tyler	1,911,377	205
Benton Harbor	1,893,382	206
Chico	1,885,895	207
Wheeling	1,862,873	208
Lake Charles	1,848,558	209
Asheville	1,846,672	210
Pittsfield	1,842,708	211
Fargo - Moorhead	1,834,762	212
Fort Smith	1,832,275	213
Midland, Tex.	1,796,790	214
Olympia	1,791,196	215
Odessa	1,788,301	216
Yakima	1,780,216	217
Provo - Orem	1,774,926	218
Jackson, Mich.	1,770,150	219
Lima	1,736,357	220
Brownsville - Harlingen	1,733,555	221
St. Cloud	1,731,977	222
Sioux Falls	1,724,461	223
Decatur	1,722,709	224
Muskegon	1,703,517	225
Janesville - Beloit	1,699,098	226
Battle Creek	1,680,976	227
Lynchburg	1,668,613	228
Elkhart - Goshen	1,660,506	229
Bloomington - Normal	1,653,402	230
Kenosha	1,643,832	231
Merced	1,632,791	232
Parkersburg - Marietta	1,631,542	233
Naples	1,589,220	234
Steubenville - Weirton	1,584,095	235
Burlington, Vt.	1,580,530	236
Fort Walton Beach	1,575,119	237
Ocala	1,569,828	238
Charlottesville	1,554,448	239
Anderson, Ind.	1,528,022	240
Vineland - Millville - Bridgeton	1,500,316	241
Mansfield	1,480,229	242
Clarksville - Hopkinsville	1,471,488	243
Eau Claire	1,471,150	244
Anderson, S.C.	1,437,072	245
Santa Fe	1,423,111	246
Terre Haute	1,418,463	247
Bangor	1,414,710	248
Athens	1,413,789	249
Wichita Falls	1,405,494	250
Total Top 250	**2,358,174,827**	
Lafayette - West Lafayette	1,401,031	251
Billings	1,399,251	252
Greeley	1,387,353	253
Bryan - College Station	1,385,703	254
Columbia, Mo.	1,374,356	255
Redding	1,372,172	256
Pascagoula	1,366,837	257
Altoona	1,359,232	258
Muncie	1,348,019	259
Rochester, Minn.	1,342,665	260
Medford	1,342,066	261
Monroe	1,336,682	262
Kokomo	1,332,956	263
Florence, Ala.	1,330,989	264
Joplin	1,330,297	265
Abilene	1,318,764	266
Tuscaloosa	1,318,706	267
Sharon	1,313,663	268
Alexandria, La.	1,302,184	269
Sioux City	1,266,922	270
Sheboygan	1,254,299	271
Glens Falls	1,253,015	272
Bellingham	1,250,828	273
Pueblo	1,243,146	274
Wausau	1,242,960	275
Williamsport	1,224,222	276
Wilmington, N.C.	1,218,118	277
Hagerstown	1,206,409	278
Lawton	1,202,991	279
Texarkana	1,183,138	280
Dothan	1,182,246	281
San Angelo	1,168,074	282
Yuba City	1,161,120	283
Danville, Va.	1,155,859	284
Sherman - Denison	1,154,317	285
Albany, Ga.	1,148,535	286
Burlington, N.C.	1,139,801	287
La Crosse	1,129,653	288
Kankakee	1,120,000	289
Anniston	1,119,937	290
Iowa City	1,119,476	291
State College	1,114,893	292
Bismarck	1,108,602	293
Fayetteville - Springdale	1,080,976	294
Bloomington, Ind.	1,057,109	295
Panama City	1,049,383	296
Florence, S.C.	1,047,148	297
Lewiston - Auburn	1,040,377	298
Cumberland	1,018,109	299
Grand Forks	1,003,237	300
Las Cruces	999,701	301
Jacksonville, N.C.	997,935	302
Elmira	996,395	303
St. Joseph	959,671	304
Dubuque	950,247	305
Rapid City	949,021	306
Casper	932,689	307
Gadsden	912,869	308
Owensboro	899,031	309
Great Falls	869,112	310
Lawrence, Kans.	868,990	311
Victoria	853,912	312
Cheyenne	851,933	313
Pine Bluff	799,560	314
Jackson, Tenn.	799,334	315
Enid	789,542	316
Laredo	743,966	317
Total Above Areas	**2,434,676,561**	
Percent of U.S.	**81.6534**	
U.S. Total	**2,981,720,801**	

SUBURBAN EBI

Area	($000)	Rank
Los Angeles - Long Beach	58,658,961	1
Chicago	49,995,731	2
Washington	47,439,889	3
Nassau - Suffolk	46,264,678	4
Philadelphia	44,283,051	5
Detroit	43,905,595	6
Boston - Lawrence - Salem - Lowell - Brockton	40,503,597	7
Anaheim - Santa Ana	28,444,756	8
Atlanta	28,307,129	9
Newark	25,619,911	10
St. Louis	24,695,219	11
Oakland	23,868,689	12
Minneapolis - St. Paul	23,301,613	13
New York	21,908,568	14
Pittsburgh	21,543,289	15
Baltimore	20,973,914	16
Bergen - Passaic	20,839,691	17
Houston	19,877,577	18
Riverside - San Bernardino	19,679,913	19
Cleveland	18,606,413	20
Seattle	17,946,980	21
Denver	17,058,569	22
Dallas	16,715,502	23
San Francisco	16,263,199	24
Tampa - St. Petersburg - Clearwater	15,703,431	25
San Diego	15,633,465	26
Monmouth - Ocean	14,837,079	27
Miami - Hialeah	14,825,531	28
Middlesex - Somerset - Hunterdon	14,623,322	29
Cincinnati	13,284,174	30
Hartford - New Britain - Middletown - Bristol	12,999,511	31
Kansas City	12,108,927	32
Sacramento	12,008,707	33
Fort Lauderdale - Hollywood - Pompano Beach	11,397,157	34
San Jose	11,275,260	35
Rochester, N.Y.	11,198,090	36
Milwaukee	10,555,300	37
Portland, Ore.	9,860,294	38
Bridgeport - Stamford - Norwalk - Danbury	9,747,663	39
Dayton - Springfield	9,186,799	40
Orlando	9,028,304	41
West Palm Beach - Boca Raton - Delray Beach	8,900,681	42
Albany - Schenectady - Troy	8,622,460	43
New Orleans	8,516,403	44
Buffalo	8,465,484	45
Columbus, Ohio	8,360,504	46
Providence - Pawtucket - Woonsocket	8,135,697	47
Salt Lake City - Ogden	7,893,678	48
Louisville	7,641,316	49
Richmond - Petersburg	7,380,987	50
Total Top 50	**978,892,658**	
Fort Worth - Arlington	7,151,273	51
New Haven - Waterbury - Meriden	7,035,055	52
Birmingham	6,818,439	53
Syracuse	6,729,870	54
Charlotte - Gastonia - Rock Hill	6,723,479	55
Wilmington, Del.	6,660,130	56
Lake County, Ill.	6,395,826	57
Phoenix	6,336,452	58
Harrisburg - Lebanon - Carlisle	6,325,109	59
Oxnard - Ventura	6,176,951	60
Scranton - Wilkes-Barre	6,090,707	61
Indianapolis	6,016,322	62
Greensboro - Winston-Salem - High Point	5,971,269	63
Allentown - Bethlehem	5,917,644	64
Worcester - Fitchburg - Leominster	5,846,361	65
Grand Rapids	5,594,273	66
Greenville - Spartanburg	5,186,674	67
Honolulu	5,074,568	68
Oklahoma City	5,061,572	69
Nashville	4,925,657	70
Akron	4,760,074	71
Las Vegas	4,686,156	72
Youngstown - Warren	4,426,265	73
Gary - Hammond	4,403,799	74
York	4,278,466	75
Springfield, Mass.	4,211,349	76
Columbia, S.C.	4,203,388	77
San Antonio	4,146,684	78
Knoxville	4,117,282	79
Lancaster	4,066,073	80
Raleigh - Durham	4,063,531	81
Trenton	4,017,184	82
Charleston, S.C.	4,016,771	83
Tacoma	3,994,103	84
Bakersfield	3,988,587	85
Tulsa	3,859,206	86
Joliet	3,808,949	87
Jersey City	3,786,286	88
Augusta	3,740,381	89
Fresno	3,661,405	90
Orange County, N.Y.	3,507,497	91
Austin	3,481,628	92
Portsmouth - Dover - Rochester	3,471,790	93
Flint	3,389,348	94
Atlantic City	3,377,541	95
Poughkeepsie	3,345,645	96
Toledo	3,337,258	97
New Bedford - Fall River - Attleboro	3,324,560	98
Canton	3,277,449	99
Baton Rouge	3,234,079	100
Total Top 100	**1,216,913,023**	
Daytona Beach	3,173,619	101
Lansing - East Lansing	3,172,907	102
Johnson City - Kingsport - Bristol	3,164,077	103
Reading	3,148,231	104
Santa Rosa - Petaluma	3,065,216	105
Pensacola	2,999,024	106
Tucson	2,951,829	107
Saginaw - Bay City - Midland	2,950,266	108
Norfolk - Virginia Beach - Newport News	2,922,640	109
Peoria	2,849,940	110
Memphis	2,837,818	111
Binghamton	2,830,718	112
Omaha	2,797,080	113
Lakeland - Winter Haven	2,774,006	114
Sarasota	2,747,289	115
Jacksonville, Fla.	2,739,431	116
Brazoria	2,733,957	117
Chattanooga	2,733,761	118
Santa Barbara - Santa Maria - Lompoc	2,729,359	119
New London - Norwich	2,723,185	120
Melbourne - Titusville - Palm Bay	2,698,259	121
Aurora - Elgin	2,675,575	122
Santa Cruz	2,629,860	123
Des Moines	2,606,199	124
Mobile	2,592,401	125
Beaumont - Port Arthur	2,524,620	126
Davenport - Rock Island - Moline	2,513,886	127
Fort Myers - Cape Coral	2,430,212	128
Wichita	2,421,097	129
Utica - Rome	2,360,393	130
Vallejo - Fairfield - Napa	2,344,060	131
Salinas - Seaside - Monterey	2,342,553	132
Beaver County, Pa.	2,335,729	133
Little Rock - North Little Rock	2,327,361	134
Stockton	2,286,519	135
Huntington - Ashland	2,285,020	136
Charleston, W.Va.	2,271,990	137
Fort Wayne	2,250,946	138
Madison	2,237,844	139
Ann Arbor	2,198,771	140
Portland, Me.	2,129,895	141
Johnstown	2,059,314	142
Hickory	2,048,264	143
Manchester - Nashua	2,032,475	144
Appleton - Oshkosh - Neenah	1,974,407	145
Kalamazoo	1,963,844	146
Erie	1,948,922	147
Fort Pierce	1,919,893	148
Vancouver	1,915,220	149
Hamilton - Middletown	1,914,438	150
Total Top 150	**1,343,197,343**	
Niagara Falls	1,901,486	151
Spokane	1,901,226	152
Jackson, Miss.	1,872,616	153
Evansville	1,847,486	154
Rockford	1,843,624	155
Benton Harbor	1,796,938	156
Fayetteville, N.C.	1,774,254	157
Lorain - Elyria	1,760,154	158
Bradenton	1,741,484	159
Bremerton	1,601,504	160
Salem, Ore.	1,592,529	161
Chico	1,569,441	162
Duluth	1,559,699	163
Reno	1,541,262	164
Roanoke	1,511,724	165
Modesto	1,503,995	166
Galveston - Texas City	1,477,925	167
Wheeling	1,435,510	168
Houma - Thibodaux	1,422,431	169
Olympia	1,383,073	170
Visalia - Tulare - Porterville	1,373,226	171
Killeen - Temple	1,349,225	172
Macon - Warner Robins	1,346,818	173
Jackson, Mich.	1,332,884	174
Muskegon	1,314,656	175
St. Cloud	1,291,653	176
Lafayette, La.	1,283,330	177
Fort Walton Beach	1,282,425	178
Boulder - Longmont	1,270,478	179
Lexington-Fayette	1,257,099	180
Lima	1,256,218	181
Yakima	1,249,987	182
Eugene - Springfield	1,246,032	183
Asheville	1,183,175	184
Racine	1,178,463	185
Pittsfield	1,170,188	186
Gainesville	1,160,028	187
Anderson, S.C.	1,159,450	188
Burlington, Vt.	1,157,050	189
Colorado Springs	1,144,846	190
Sharon	1,141,165	191
Naples	1,136,545	192
McAllen - Edinburg - Mission	1,130,373	193
Merced	1,128,179	194
Ocala	1,124,858	195
Green Bay	1,120,101	196
Springfield, Ill.	1,114,093	197
Charlottesville	1,104,323	198
South Bend - Mishawaka	1,099,266	199
Savannah	1,080,700	200
Total Top 200	**1,412,422,538**	
Bangor	1,072,264	201
Battle Creek	1,070,645	202
Glens Falls	1,063,280	203
Parkersburg - Marietta	1,057,707	204
Lake Charles	1,052,742	205
Steubenville - Weirton	1,052,727	206
Albuquerque	1,033,196	207
Biloxi - Gulfport	1,007,194	208
Pascagoula	1,004,123	209
Athens	995,704	210
Montgomery	990,303	211
Tallahassee	976,758	212
Springfield, Mo.	964,946	213
Boise	953,608	214
Florence, Ala.	940,748	215
Yuba City	936,624	216
Elkhart - Goshen	925,331	217
Shreveport	918,872	218
Mansfield	907,702	219
Tyler	907,345	220
Joplin	906,554	221
Williamsport	899,627	222
Eau Claire	897,110	223
Fort Smith	892,101	224
Medford	892,015	225
Waco	883,499	226
Hagerstown	881,719	227
Corpus Christi	860,117	228
Monroe	855,186	229
Wausau	851,236	230
State College	845,771	231
Terre Haute	845,732	232
Anderson, Ind.	845,462	233
Anniston	841,549	234
Provo - Orem	830,206	235
Lynchburg	826,212	236
Altoona	820,981	237
Redding	809,846	238
Kankakee	804,707	239
Alexandria, La.	802,860	240
Fort Collins - Loveland	798,379	241
Greeley	788,397	242
Longview - Marshall	777,243	243
Cedar Rapids	774,000	244
Cumberland	765,791	245
Wilmington, N.C.	757,544	246
Jacksonville, N.C.	752,712	247
Bellingham	746,874	248
Kokomo	742,167	249
Panama City	726,813	250
Total Top 250	**1,456,976,767**	
Florence, S.C.	721,678	251
Champaign - Urbana - Rantoul	719,025	252
Santa Fe	708,648	253
Richland - Kennewick - Pasco	707,101	254
Elmira	692,992	255
Burlington, N.C.	686,605	256
Huntsville	680,414	257
Sheboygan	667,408	258
Danville, Va.	663,917	259
Brownsville - Harlingen	648,177	260
Janesville - Beloit	643,981	261
Kenosha	643,308	262
Tuscaloosa	633,656	263
Dothan	629,218	264
Texarkana	625,655	265
Columbus, Ga.	615,661	266
Lafayette - West Lafayette	615,164	267
Topeka	608,729	268
Muncie	590,764	269
Waterloo - Cedar Falls	589,109	270
Fargo - Moorhead	581,425	271
Columbia, Mo.	568,852	272
La Crosse	562,979	273
Bloomington, Ind.	553,473	274
Bloomington - Normal	543,677	275
Amarillo	531,534	276
Billings	520,603	277
Clarksville - Hopkinsville	515,407	278
Rochester, Minn.	487,067	279
Gadsden	486,920	280
El Paso	483,963	281
Decatur	482,991	282
Iowa City	476,805	283
Las Cruces	475,184	284
Sherman - Denison	470,255	285
Vineland - Millville - Bridgeton	395,984	286
Fayetteville - Springdale	390,983	287
Bismarck	389,009	288
Albany, Ga.	388,472	289
Lewiston - Auburn	383,985	290
Lubbock	381,914	291
Sioux City	371,295	292
Odessa	366,321	293
Sioux Falls	357,767	294
Lincoln	329,753	295
Owensboro	324,589	296
Grand Forks	314,122	297
Wichita Falls	295,855	298
Dubuque	295,201	299
Casper	292,086	300
Lawton	289,207	301
Rapid City	268,626	302
Jackson, Tenn.	255,862	303
Pueblo	244,808	304
Cheyenne	232,664	305
Victoria	220,076	306
Great Falls	204,445	307
Lawrence, Kans.	197,504	308
Pine Bluff	173,489	309
San Angelo	151,850	310
Enid	146,709	311
Midland, Tex.	146,069	312
St. Joseph	141,624	313
Abilene	131,117	314
Bryan - College Station	116,803	315
Laredo	93,756	316
Anchorage	0	317
Total Above Areas	**1,486,101,057**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,486,101,057**	

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Nassau - Suffolk	41,990	1
Bridgeport - Stamford - Norwalk - Danbury	39,168	2
San Jose	37,517	3
Middlesex - Somerset - Hunterdon	37,433	4
Washington	37,209	5
Lake County, Ill.	36,405	6
Oxnard - Ventura	35,502	7
Anaheim - Santa Ana	35,181	8
Brazoria	34,949	9
Bergen - Passaic	34,860	10
Anchorage	34,806	11
Poughkeepsie	33,252	12
Hartford - New Britain - Middletown - Bristol	33,235	13
Trenton	32,805	14
Oakland	32,670	15
Manchester - Nashua	32,617	16
Richland - Kennewick - Pasco	32,613	17
Newark	32,145	18
San Francisco	32,092	19
Joliet	31,870	20
New Haven - Waterbury - Meriden	31,651	21
Aurora - Elgin	31,557	22
Portsmouth - Dover - Rochester	31,400	23
Boston - Lawrence - Salem - Lowell - Brockton	31,333	24
New London - Norwich	31,166	25
Minneapolis - St. Paul	30,927	26
Monmouth - Ocean	30,927	26
Honolulu	30,899	28
Midland, Tex.	30,867	29
Kenosha	30,829	30
Seattle	30,814	31
Rochester, N.Y.	30,176	32
Denver	29,897	33
Rochester, Minn.	29,767	34
Chicago	29,481	35
Wilmington, Del.	29,478	36
Grand Forks	29,301	37
Vallejo - Fairfield - Napa	29,056	38
Peoria	29,038	39
Atlanta	29,025	40
Lorain - Elyria	28,904	41
Wichita	28,845	42
Houston	28,821	43
Santa Rosa - Petaluma	28,813	44
Orange County, N.Y.	28,774	45
Racine	28,740	46
Santa Barbara - Santa Maria - Lompoc	28,687	47
Casper	28,582	48
Dallas	28,471	49
Kansas City	28,349	50
Topeka	28,330	51
Odessa	28,241	52
Baltimore	28,227	53
Detroit	28,160	54
Kokomo	28,154	55
Richmond - Petersburg	28,145	56
Syracuse	28,098	57
Boulder - Longmont	28,036	58
Rockford	28,036	58
Galveston - Texas City	27,925	60
Ann Arbor	27,924	61
Worcester - Fitchburg - Leominster	27,915	62
Omaha	27,889	63
Grand Rapids	27,833	64
Santa Cruz	27,810	65
San Diego	27,773	66
Davenport - Rock Island - Moline	27,749	67
Milwaukee	27,720	68
Fort Worth - Arlington	27,697	69
Beaumont - Port Arthur	27,611	70
Jackson, Mich.	27,578	71
Salinas - Seaside - Monterey	27,566	72
Beaver County, Pa.	27,555	73
Lincoln	27,552	74
St. Louis	27,518	75
Kalamazoo	27,480	76
Decatur	27,447	77
Lansing - East Lansing	27,408	78
Janesville - Beloit	27,305	79
Philadelphia	27,233	80
Gary - Hammond	27,166	81
Santa Fe	27,164	82
Sheboygan	27,040	83
Los Angeles - Long Beach	27,017	84
Bloomington - Normal	27,007	85
Indianapolis	26,956	86
West Palm Beach - Boca Raton - Delray Beach	26,808	87
Albany - Schenectady - Troy	26,745	88
Cedar Rapids	26,735	89
Appleton - Oshkosh - Neenah	26,674	90
Sacramento	26,609	91
Binghamton	26,396	92
Waterloo - Cedar Falls	26,392	93
Reno	26,374	94
Niagara Falls	26,341	95
Fort Wayne	26,281	96
Harrisburg - Lebanon - Carlisle	26,218	97
Madison	26,183	98
Saginaw - Bay City - Midland	26,147	99
Sioux Falls	26,086	100
Portland, Ore.	26,078	101
Cleveland	26,043	102
Burlington, Vt.	26,035	103
Allentown - Bethlehem	26.029	104
Raleigh - Durham	26,013	105
Vancouver	26,001	106
Green Bay	25,982	107
Hamilton - Middletown	25,961	108
Des Moines	25,942	109
Dayton - Springfield	25,919	110
Bismarck	25,902	111
Norfolk - Virginia Beach - Newport News	25,898	112
Bakersfield	25,870	113
Bremerton	25,829	114
Huntsville	25,798	115
Lancaster	25,755	116
Houma - Thibodaux	25,729	117
Cincinnati	25,727	118
Fort Louderdale - Hollywood - Pompano Beach	25,680	119
Phoenix	25,673	120
Providence - Pawtucket - Woonsocket	25,640	121
Buffalo	25,622	122
Pascagoula	25,614	123
Battle Creek	25,611	124
York	25,537	125
Lynchburg	25,528	126
Anderson, Ind.	25,405	127
Toledo	25,402	128
Victoria	25,363	129
Flint	25,346	130
Tyler	25,320	131
Salt Lake City - Ogden	25,311	132
Youngstown - Warren	25,296	133
Akron	25,272	134
Macon - Warner Robins	25,267	135
Olympia	25,222	136
Riverside - San Bernardino	25,165	137
Nashville	25,081	138
Fargo - Moorhead	24,985	139
Springfield, Mass.	24,950	140
Pittsfield	24,923	141
Canton	24,915	142
Reading	24,885	143
Las Vegas	24,823	144
Lake Charles	24,782	145
Austin	24,769	146
Portland, Me.	24,719	147
Charlottesville	24,591	148
Columbus, Ohio	24,556	149
Baton Rouge	24,555	150
Erie	24,555	150
Columbia, S.C.	24,549	152
Charlotte - Gastonia - Rock Hill	24,484	153
Columbia, Mo.	24,482	154
Evansville	24,457	155
Boise	24,397	156
Elkhart - Goshen	24,363	157
South Bend - Mishawaka	24,330	158
Lima	24,304	159
Longview - Marshall	24,276	160
New Bedford - Fall River - Attleboro	24,210	161
Orlando	24,169	162
Lafayette, La.	24,144	163
Pittsburgh	24,121	164
Colorado Springs	24,101	165
Wausau	24,058	166
Mansfield	24,051	167
Amarillo	24,011	168
Fresno	23,959	169
Stockton	23,886	170
La Crosse	23,850	171
Fort Collins - Loveland	23,821	172
Duluth	23,815	173
Springfield, Ill.	23,792	174
Dubuque	23,725	175
Little Rock - North Little Rock	23,700	176
Oklahoma City	23,700	176
New York	23,666	178
Roanoke	23,643	179
Hagerstown	23,623	180
Louisville	23,620	181
Benton Harbor	23,557	182
Jacksonville, Fla.	23,531	183
Muskegon	23,489	184
Kankakee	23,464	185
Greensboro - Winston-Salem - High Point	23,412	186
Tulsa	23,388	187
Muncie	23,387	188
St. Cloud	23,369	189
Corpus Christi	23,304	190
Glens Falls	23,302	191
Vineland - Millville - Bridgeton	23,267	192
Utica - Rome	23,261	193
Pensacola	23,227	194
Lafayette - West Lafayette	23,201	195
Enid	23,126	196
Miami - Hialeah	23,082	197
Savannah	23,059	198
Sherman - Denison	23,021	199
Cheyenne	23,015	200
Modesto	22,984	201
Melbourne - Titusville - Palm Bay	22,983	202
Iowa City	22,980	203
Billings	22,953	204
Fort Walton Beach	22,944	205
Charleston, W.Va.	22,821	206
Hickory	22,719	207
Steubenville - Weirton	22,717	208
Augusta	22,705	209
Albany, Ga.	22,669	210
Burlington, N.C.	22,635	211
San Antonio	22,635	211
San Angelo	22,568	213
Sharon	22,491	214
Champaign - Urbana - Rantoul	22,442	215
Lexington-Fayette	22,423	216
Lawrence, Kans.	22,396	217
Fort Myers - Cape Coral	22,385	218
Sarasota	22,299	219
Rapid City	22,198	220
St. Joseph	22,038	221
Danville, Va.	22,029	222
Bangor	22,006	223
Eau Claire	21,996	224
New Orleans	21,988	225
Jersey City	21,959	226
Albuquerque	21,829	227
Atlantic City	21,815	228
Lawton	21,785	229
Greeley	21,752	230
Elmira	21,719	231
Memphis	21,652	232
Great Falls	21,646	233
Springfield, Mo.	21,636	234
Montgomery	21,609	235
Jackson, Miss.	21,606	236
Lubbock	21,584	237
Parkersburg - Marietta	21,584	237
Mobile	21,572	239
Wichita Falls	21,514	240
Terre Haute	21,493	241
Tampa - St. Petersburg - Clearwater	21,490	242
Tacoma	21,486	243
Shreveport	21,437	244
Williamsport	21,336	245
Sioux City	21,206	246
Bellingham	21,200	247
Wheeling	21,176	248
Anderson, S.C.	21,148	249
Bradenton	21,087	250
Tallahassee	21,070	251
Eugene Springfield	21,035	252
Lewiston - Auburn	21,028	253
Tucson	20,998	254
Abilene	20,953	255
Chattanooga	20,940	256
Owensboro	20,927	257
Greenville - Spartanburg	20,906	258
Naples	20,883	259
Scranton - Wilkes-Barre	20,850	260
Birmingham	20,813	261
Merced	20,786	262
Bryan - College Station	20,783	263
Charleston, S.C.	20,700	264
Altoona	20,600	265
Wilmington, N.C.	20,593	266
Spokane	20,526	267
Asheville	20,483	268
Knoxville	20,471	269
Jackson, Tenn.	20,404	270
Johnson City - Kingsport - Bristol	20,290	271
Waco	20,287	272
Salem, Ore.	20,267	273
Daytona Beach	20,237	274
Cumberland	20,221	275
State College	20,189	276
Provo - Orem	20,171	277
Fort Pierce	20,123	278
Fayetteville, N.C.	20,113	279
Pueblo	20,108	280
Lakeland - Winter Haven	20,064	281
Killeen - Temple	19,947	282
El Paso	19,891	283
Texarkana	19,725	284
Fort Smith	19,639	285
Yuba City	19,636	286
Athens	19,610	287
Redding	19,585	288
Gainesville	19,522	289
Florence, Ala.	19,488	290
Bloomington, Ind.	19,463	291
Columbus, Ga.	19,455	292
Yakima	19,414	293
Medford	19,356	294
Fayetteville - Springdale	19,299	295
Clarksville - Hopkinsville	19,200	296
Chico	19,152	297
Joplin	19,076	298
Biloxi - Gulfport	19,007	299
Huntington - Ashland	18,841	300
Johnstown	18,823	301
Florence, S.C.	18,779	302
Pine Bluff	18,556	303
Monroe	18,528	304
Dothan	18,527	305
Anniston	18,515	306
Alexandria, La.	18,214	307
Tuscaloosa	18,172	308
Visalia - Tulare - Porterville	18,022	309
Panama City	17,303	310
Gadsden	16,889	311
Las Cruces	16,859	312
Ocala	16,832	313
Brownsville - Harlingen	16,693	314
Jacksonville, N.C.	15,915	315
McAllen - Edinburg - Mission	15,580	316
Laredo	15,494	317
Median Above Areas	**26,561**	
U.S. Median	**24,632**	

BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach	3.6907	1
New York	3.5418	2
Chicago	2.7245	3
Philadelphia	2.0940	4
Boston - Lawrence - Salem - Lowell - Brockton	1.8931	5
Detroit	1.8864	6
Washington	1.8662	7
Houston	1.4387	8
Nassau - Suffolk	1.4212	9
Atlanta	1.1710	10
Dallas	1.1108	11
Minneapolis - St. Paul	1.1032	12
Anaheim - Santa Ana	1.0864	13
St. Louis	1.0578	14
San Diego	1.0051	15
Baltimore	.9644	16
Oakland	.9591	17
San Francisco	.9128	18
Newark	.8986	19
Pittsburgh	.8623	20
Seattle	.8420	21
Phoenix	.8181	22
Cleveland	.8038	23
Riverside - San Bernardino	.8018	24
Tampa - St. Petersburg - Clearwater	.8009	25
Miami - Hialeah	.7850	26
Denver	.7846	27
San Jose	.7100	28
Bergen - Passaic	.7039	29
Kansas City	.6990	30
Cincinnati	.5950	31
Milwaukee	.5852	32
Sacramento	.5817	33
Fort Lauderdale - Hollywood - Pompano Beach	.5673	34
Columbus, Ohio	.5469	35
Hartford - New Britain - Middletown - Bristol	.5468	36
Fort Worth - Arlington	.5385	37
Indianapolis	.5303	38
New Orleans	.5222	39
Norfolk - Virginia Beach - Newport News	.5209	40
Portland, Ore.	.5060	41
Bridgeport - Stamford - Norwalk - Danbury	.4874	42
Middlesex - Somerset - Hunterdon	.4821	43
San Antonio	.4705	44
Monmouth - Ocean	.4621	45
Charlotte - Gastonia - Rock Hill	.4433	46
Rochester, N.Y.	.4397	47
Oklahoma City	.4361	48
Nashville	.3942	49
Buffalo	.3915	50
Total Top 50	**49.5849**	
Dayton - Springfield	.3892	51
Orlando	.3892	51
West Palm Beach - Boca Raton - Delray Beach	.3840	53
Louisville	.3837	54
Memphis	.3825	55
Providence - Pawtucket - Woonsocket	.3755	56
Greensboro - Winston-Salem - High Point	.3739	57
Salt Lake City - Ogden	.3718	58
Albany - Schenectady - Troy	.3696	59
New Haven - Waterbury - Meriden	.3660	60
Honolulu	.3535	61
Richmond - Petersburg	.3490	62
Jacksonville, Fla.	.3397	63
Birmingham	.3353	64
Austin	.3162	65
Tulsa	.2976	66
Worcester - Fitchburg - Leominster	.2875	67
Raleigh - Durham	.2818	68
Allentown - Bethlehem	.2760	69
Grand Rapids	.2756	70
Syracuse	.2755	71
Oxnard - Ventura	.2751	72
Omaha	.2746	73
Toledo	.2714	74
Scranton - Wilkes-Barre	.2713	75
Akron	.2611	76
Harrisburg - Lebanon - Carlisle	.2575	77
Springfield, Mass.	.2544	78
Las Vegas	.2524	79
Knoxville	.2498	80
Gary - Hammond	.2450	81
Wilmington, Del.	.2438	82
Tucson	.2337	83
Fresno	.2334	84
Lake County, Ill.	.2327	85
Greenville - Spartanburg	.2300	86
Wichita	.2141	87
New Bedford - Fall River - Attleboro	.2128	88
Jersey City	.2125	89
Baton Rouge	.2118	90
Little Rock - North Little Rock	.2067	91
Youngstown - Warren	.2028	92
Bakersfield	.2005	93
Tacoma	.1982	94
Albuquerque	.1894	95
Lansing - East Lansing	.1814	96
Columbia, S.C.	.1797	97
Flint	.1792	98
Mobile	.1756	99
Charleston, S.C.	.1752	100
Total Top 100	**63.2841**	
El Paso	.1745	101
Santa Barbara - Santa Maria - Lompoc	.1720	102
Des Moines	.1708	103
Saginaw - Bay City - Midland	.1681	104
Chattanooga	.1656	105
Stockton	.1653	106
Davenport - Rock Island - Moline	.1628	107
Johnson City - Kingsport - Bristol	.1622	108
Beaumont - Port Arthur	.1614	109
Vallejo - Fairfield - Napa	.1614	109
Manchester - Nashua	.1609	111
Santa Rosa - Petaluma	.1595	112
Lancaster	.1592	113
Trenton	.1578	114
Canton	.1559	115
Madison	.1554	116
Portsmouth - Dover - Rochester	.1535	117
Peoria	.1527	118
York	.1524	119
Colorado Springs	.1523	120
Jackson, Miss.	.1507	121
Aurora - Elgin	.1454	122
Fort Wayne	.1446	123
Augusta	.1440	124
Joliet	.1436	125
Melbourne - Titusville - Palm Bay	.1427	126
Shreveport	.1404	127
Corpus Christi	.1396	128
Atlantic City	.1391	129
Anchorage	.1390	130
Reading	.1390	130
Lexington-Fayette	.1382	132
Salinas - Seaside - Monterey	.1379	133
Spokane	.1355	134
Lakeland - Winter Haven	.1353	135
Daytona Beach	.1320	136
Pensacola	.1296	137
Ann Arbor	.1216	138
Fort Myers - Cape Coral	.1213	139
Modesto	.1206	140
Utica - Rome	.1204	141
Appleton - Oshkosh - Neenah	.1197	142
Evansville	.1195	143
Sarasota	.1195	143
Rockford	.1187	145
Huntington - Ashland	.1180	146
Portland, Me.	.1180	146
New London - Norwich	.1171	148
Orange County, N.Y.	.1165	149
Poughkeepsie	.1148	150
Total Top 150	**70.4301**	
Reno	.1122	151
Macon - Warner Robins	.1121	152
Binghamton	.1110	153
Montgomery	.1100	154
Charleston, W.Va.	.1081	155
Erie	.1077	156
Lorain - Elyria	.1048	157
McAllen - Edinburg - Mission	.1017	158
Boulder - Longmont	.1008	159
Duluth	.0998	160
Santa Cruz	.0996	161
Hamilton - Middletown	.0993	162
South Bend - Mishawaka	.0992	163
Eugene - Springfield	.0988	164
Kalamazoo	.0979	165
Visalia - Tulare - Porterville	.0969	166
Savannah	.0956	167
Springfield, Mo.	.0935	168
Huntsville	.0930	169
Fayetteville, N.C.	.0929	170
Roanoke	.0923	171
Galveston - Texas City	.0916	172
Lafayette, La.	.0914	173
Lincoln	.0902	174
Salem, Ore.	.0897	175
Lubbock	.0895	176
Columbus, Ga.	.0866	177
Amarillo	.0859	178
Killeen - Temple	.0835	179
Hickory	.0833	180
Niagara Falls	.0832	181
Tallahassee	.0831	182
Brazoria	.0823	183
Fort Pierce	.0822	184
Johnstown	.0818	185
Springfield, Ill.	.0818	185
Boise	.0775	187
Brownsville - Harlingen	.0773	188
Bradenton	.0769	189
Gainesville	.0762	190
Vancouver	.0757	191
Green Bay	.0750	192
Topeka	.0747	193
Longview - Marshall	.0733	194
St. Cloud	.0733	194
Beaver County, Pa.	.0729	196
Cedar Rapids	.0729	196
Biloxi - Gulfport	.0727	198
Waco	.0717	199
Fort Collins - Loveland	.0711	200
Total Top 200	**74.8846**	
Asheville	.0710	201
Houma - Thibodaux	.0706	202
Odessa	.0700	203
Champaign - Urbana - Rantoul	.0688	204
Racine	.0687	205
Provo - Orem	.0685	206
Wheeling	.0669	207
Lake Charles	.0665	208
Pittsfield	.0660	209
Chico	.0659	210
Tyler	.0647	211
Fargo - Moorhead	.0644	212
Fort Smith	.0636	213
Ocala	.0636	213
Yakima	.0636	213
Midland, Tex.	.0631	216
Bremerton	.0628	217
Benton Harbor	.0625	218
Lima	.0621	219
Waterloo - Cedar Falls	.0621	219
Elkhart - Goshen	.0615	221
Richland - Kennewick - Pasco	.0606	222
Parkersburg - Marietta	.0595	223
Burlington, Vt.	.0592	224
Olympia	.0588	225
Naples	.0585	226
Lynchburg	.0584	227
Merced	.0577	228
Sioux Falls	.0577	228
Fort Walton Beach	.0573	230
Jackson, Mich.	.0572	231
Muskegon	.0572	231
Janesville - Beloit	.0564	233
Terre Haute	.0564	233
Abilene	.0557	235
Decatur	.0557	235
Bangor	.0553	237
Battle Creek	.0552	238
Charlottesville	.0542	239
Bloomington - Normal	.0541	240
Steubenville - Weirton	.0539	241
Eau Claire	.0536	242
Wichita Falls	.0536	242
Clarksville - Hopkinsville	.0533	244
Billings	.0532	245
Vineland - Millville - Bridgeton	.0529	246
Anderson, Ind.	.0527	247
Athens	.0527	247
Mansfield	.0523	249
Monroe	.0510	250
Total Top 250	**77.8761**	
Anderson, S.C.	.0508	251
Redding	.0506	252
Muncie	.0504	253
Joplin	.0503	254
Medford	.0502	255
Altoona	.0501	256
Kenosha	.0500	257
Bryan - College Station	.0498	258
Wilmington, N.C.	.0493	259
Tuscaloosa	.0492	260
Lafayette - West Lafayette	.0490	261
Alexandria, La.	.0481	262
Florence, Ala.	.0474	263
Rochester, Minn.	.0474	263
Dothan	.0471	265
Greeley	.0470	266
Santa Fe	.0469	267
Pascagoula	.0461	268
Kokomo	.0458	269
Sioux City	.0455	270
Texarkana	.0455	270
Burlington, N.C.	.0448	272
Glens Falls	.0448	272
Albany, Ga.	.0443	274
Pueblo	.0443	274
Sharon	.0441	276
Bellingham	.0440	277
Hagerstown	.0437	278
Columbia, Mo.	.0435	279
Panama City	.0434	280
San Angelo	.0433	281
Williamsport	.0433	281
Laredo	.0429	283
Lawton	.0423	284
Florence, S.C.	.0422	285
Wausau	.0415	286
Yuba City	.0408	287
State College	.0403	288
Fayetteville - Springdale	.0401	289
Sherman - Denison	.0392	290
La Crosse	.0391	291
Jacksonville, N.C.	.0390	292
Lewiston - Auburn	.0389	293
Sheboygan	.0389	293
Bismarck	.0387	295
Anniston	.0386	296
Danville, Va.	.0385	297
Las Cruces	.0385	297
Bloomington, Ind.	.0374	299
Kankakee	.0371	300
Cumberland	.0368	301
Elmira	.0355	302
Rapid City	.0350	303
St. Joseph	.0350	303
Iowa City	.0347	305
Owensboro	.0346	306
Dubuque	.0340	307
Casper	.0334	308
Jackson, Tenn.	.0329	309
Gadsden	.0327	310
Grand Forks	.0325	311
Victoria	.0325	311
Cheyenne	.0321	313
Great Falls	.0311	314
Pine Bluff	.0301	315
Lawrence, Kans.	.0285	316
Enid	.0275	317
Total Above Areas	**80.6490**	
Percent of U.S.	**80.6490**	
U.S. Total	**100.0000**	

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Laredo	31,952	1
Anchorage	30,226	2
Odessa	28,421	3
Portland, Me.	28,199	4
Midland, Tex.	27,662	5
Abilene	26,207	6
St. Cloud	25,465	7
Bridgeport - Stamford - Norwalk - Danbury	24,944	8
Manchester - Nashua	24,434	9
Nassau - Suffolk	24,240	10
Burlington, Vt.	23,599	11
Bergen - Passaic	22,962	12
Rochester, Minn.	22,811	13
Santa Barbara - Santa Maria - Lompoc	22,742	14
Portsmouth - Dover - Rochester	22,586	15
Boston - Lawrence - Salem - Lowell - Brockton	21,962	16
Jackson, Tenn.	21,953	17
Terre Haute	21,854	18
San Francisco	21,765	19
Victoria	21,680	20
Burlington, N.C.	21,615	21
Rapid City	21,490	22
Wilmington, N.C.	21,489	23
San Angelo	21,347	24
Middlesex - Somerset - Hunterdon	21,263	25
Casper	21,221	26
Reno	21,084	27
Lafayette, La.	21,072	28
San Jose	20,965	29
Longview - Marshall	20,964	30
Hartford - New Britain - Middletown - Bristol	20,960	31
Pittsfield	20,931	32
New Bedford - Fall River - Attleboro	20,928	33
Wichita Falls	20,922	34
Atlantic City	20,876	35
Anaheim - Santa Ana	20,828	36
Naples	20,558	37
Bangor	20,499	38
Cheyenne	20,460	39
Washington	20,311	40
Atlanta	20,295	41
Grand Forks	20,269	42
Miami - Hialeah	20,227	43
Toledo	20,073	44
Elkhart - Goshen	20,062	45
Billings	20,053	46
Oklahoma City	20,020	47
Trenton	19,985	48
Knoxville	19,905	49
Lubbock	19,791	50
Honolulu	19,759	51
New London - Norwich	19,630	52
Muncie	19,620	53
Lake County, Ill.	19,602	54
Springfield, Mass.	19,506	55
Orlando	19,416	56
Dallas	19,380	57
Memphis	19,371	58
Charlottesville	19,367	59
Minneapolis - St. Paul	19,223	60
Saginaw - Bay City - Midland	19,214	61
Kalamazoo	19,210	62
Corpus Christi	19,191	63
Kansas City	19,178	64
Boulder - Longmont	19,074	65
Ann Arbor	19,061	66
Fargo - Moorhead	19,060	67
New Haven - Waterbury - Meriden	19,037	68
Kokomo	19,033	69
Asheville	19,000	70
Las Vegas	18,969	71
Indianapolis	18,881	72
Brownsville - Harlingen	18,875	73
Albany, Ga.	18,871	74
Bismarck	18,810	75
Amarillo	18,727	76
Wilmington, Del.	18,697	77
Harrisburg - Lebanon - Carlisle	18,696	78
Flint	18,657	79
Sioux Falls	18,632	80
Bryan - College Station	18,624	81
Fort Lauderdale - Hollywood - Pompano Beach	18,610	82
Owensboro	18,591	83
Houston	18,485	84
West Palm Beach - Boca Raton - Delray Beach	18,481	85
Fort Worth - Arlington	18,462	86
Monmouth - Ocean	18,364	87
Lansing - East Lansing	18,316	88
Grand Rapids	18,283	89
St. Louis	18,181	90
Fort Walton Beach	18,139	91
Madison	18,105	92
St. Joseph	18,086	93
Richmond - Petersburg	18,036	94
Orange County, N.Y.	17,991	95
Denver	17,981	96
Springfield, Mo.	17,974	97
Reading	17,935	98
South Bend - Mishawaka	17,906	99
Oakland	17,873	100
Savannah	17,846	101
Detroit	17,831	102
Charlotte - Gastonia - Rock Hill	17,811	103
San Diego	17,738	104
Nashville	17,735	105
Evansville	17,717	106
Santa Fe	17,695	107
Los Angeles - Long Beach	17,662	108
Lexington-Fayette	17,642	109
Lafayette - West Lafayette	17,602	110
Lynchburg	17,600	111
Sarasota	17,570	112
Omaha	17,566	113
Philadelphia	17,551	114
Beaumont - Port Arthur	17,524	115
Glens Falls	17,508	116
Dothan	17,501	117
Newark	17,498	118
Cleveland	17,470	119
La Crosse	17,399	120
Lima	17,371	121
Lewiston - Auburn	17,367	122
Seattle	17,358	123
Bloomington - Normal	17,342	124
Worcester - Fitchburg - Leominster	17,328	125
Raleigh - Durham	17,309	126
Lancaster	17,297	127
Texarkana	17,286	128
Gary - Hammond	17,284	129
Norfolk - Virginia Beach - Newport News	17,284	129
Houma - Thibodaux	17,250	131
Macon - Warner Robins	17,241	132
Portland, Ore.	17,240	133
Oxnard - Ventura	17,172	134
Salinas - Seaside - Monterey	17,170	135
Panama City	17,167	136
Florence, S.C.	17,163	137
Fort Wayne	17,148	138
Tyler	17,137	139
Columbus, Ohio	17,126	140
Eau Claire	17,073	141
McAllen - Edinburg - Mission	17,071	142
Baltimore	17,050	143
Chattanooga	17,038	144
Little Rock - North Little Rock	17,014	145
San Antonio	17,003	146
Sacramento	16,986	147
Topeka	16,975	148
Champaign - Urbana - Rantoul	16,931	149
Lake Charles	16,930	150
Cincinnati	16,920	151
Poughkeepsie	16,916	152
Providence - Pawtucket - Woonsocket	16,912	153
Austin	16,907	154
Des Moines	16,872	155
Colorado Springs	16,871	156
Vineland - Millville - Bridgeton	16,871	156
Fayetteville, N.C.	16,866	158
Mansfield	16,863	159
Baton Rouge	16,844	160
Hagerstown	16,833	161
Galveston - Texas City	16,817	162
New Orleans	16,814	163
Greensboro - Winston-Salem - High Point	16,786	164
Ocala	16,776	165
Visalia - Tulare - Porterville	16,762	166
Albany - Schenectady - Troy	16,753	167
Enid	16,673	168
Dubuque	16,639	169
Chicago	16,631	170
Albuquerque	16,625	171
Joplin	16,555	172
Columbia, S.C.	16,540	173
Roanoke	16,512	174
Bradenton	16,478	175
Phoenix	16,475	176
Decatur	16,425	177
Jacksonville, N.C.	16,397	178
Louisville	16,380	179
Modesto	16,380	179
Anderson, Ind.	16,311	181
Green Bay	16,305	182
Wichita	16,291	183
Athens	16,272	184
Fayetteville - Springdale	16,244	185
Rochester, N.Y.	16,207	186
Fort Pierce	16,205	187
Gainesville	16,176	188
Fort Myers - Cape Coral	16,088	189
Charleston, S.C.	16,082	190
Sioux City	16,066	191
Waco	16,056	192
Redding	16,039	193
Charleston, W.Va.	16,030	194
Rockford	16,008	195
Lawton	15,994	196
Greenville - Spartanburg	15,985	197
Salt Lake City - Ogden	15,953	198
Allentown - Bethlehem	15,949	199
Richland - Kennewick - Pasco	15,916	200
Monroe	15,897	201
Elmira	15,893	202
Jacksonville, Fla.	15,884	203
Syracuse	15,870	204
Bakersfield	15,864	205
Santa Rosa - Petaluma	15,853	206
Mobile	15,839	207
Jackson, Miss.	15,805	208
Parkersburg - Marietta	15,801	209
Shreveport	15,760	210
Duluth	15,757	211
Dayton - Springfield	15,755	212
Great Falls	15,737	213
Akron	15,711	214
Biloxi - Gulfport	15,704	215
Altoona	15,687	216
Janesville - Beloit	15,673	217
Vallejo - Fairfield - Napa	15,652	218
Canton	15,577	219
Cedar Rapids	15,565	220
Riverside - San Bernardino	15,520	221
Tallahassee	15,454	222
Bloomington, Ind.	15,418	223
Davenport - Rock Island - Moline	15,395	224
Hickory	15,358	225
Fresno	15,350	226
Sherman - Denison	15,336	227
Tampa - St. Petersburg - Clearwater	15,285	228
Milwaukee	15,265	229
Tulsa	15,254	230
State College	15,218	231
Springfield, Ill.	15,201	232
Lawrence, Kans.	15,197	233
Huntsville	15,164	234
Santa Cruz	15,103	235
Columbus, Ga.	15,102	236
Binghamton	15,092	237
Spokane	15,065	238
Battle Creek	14,996	239
Buffalo	14,973	240
Youngstown - Warren	14,944	241
Pine Bluff	14,906	242
Medford	14,891	243
Fort Collins - Loveland	14,882	244
El Paso	14,880	245
Jackson, Mich.	14,873	246
Clarksville - Hopkinsville	14,848	247
Pensacola	14,839	248
Augusta	14,817	249
Wheeling	14,797	250
Bellingham	14,796	251
Daytona Beach	14,776	252
Killeen - Temple	14,774	253
Montgomery	14,759	254
Lakeland - Winter Haven	14,733	255
Huntington - Ashland	14,731	256
Johnson City - Kingsport - Bristol	14,729	257
Waterloo - Cedar Falls	14,703	258
Stockton	14,640	259
Erie	14,605	260
Merced	14,603	261
Las Cruces	14,567	262
Melbourne - Titusville - Palm Bay	14,556	263
Williamsport	14,516	264
Scranton - Wilkes-Barre	14,495	265
Columbia, Mo.	14,492	266
Pittsburgh	14,467	267
Chico	14,382	268
Olympia	14,361	269
Tuscaloosa	14,347	270
Yuba City	14,343	271
Tacoma	14,337	272
Appleton - Oshkosh - Neenah	14,285	273
Aurora - Elgin	14,280	274
Alexandria, La.	14,273	275
Peoria	14,239	276
Brazoria	14,238	277
Utica - Rome	14,230	278
Pascagoula	14,198	279
Lincoln	14,187	280
Eugene - Springfield	14,106	281
Kenosha	13,942	282
Tucson	13,918	283
Lorain - Elyria	13,913	284
Cumberland	13,882	285
Boise	13,743	286
Benton Harbor	13,697	287
Birmingham	13,678	288
Muskegon	13,581	289
Racine	13,518	290
Pueblo	13,496	291
Wausau	13,423	292
Yakima	13,402	293
Fort Smith	13,390	294
York	13,345	295
Kankakee	13,226	296
Anderson, S.C.	13,140	297
New York	13,133	298
Jersey City	13,114	299
Iowa City	13,077	300
Joliet	12,841	301
Florence, Ala.	12,757	302
Salem, Ore.	12,742	303
Provo - Orem	12,725	304
Niagara Falls	12,708	305
Hamilton - Middletown	12,597	306
Sharon	12,461	307
Steubenville - Weirton	12,458	308
Sheboygan	12,280	309
Danville, Va.	12,179	310
Beaver County, Pa.	12,175	311
Greeley	12,174	312
Bremerton	11,604	313
Gadsden	11,080	314
Johnstown	11,004	315
Vancouver	10,784	316
Anniston	10,739	317
Average Above Areas	**17,476**	
U.S. Average	**16,462**	

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	53,797,936	1
New York	44,722,153	2
Chicago	37,545,044	3
Philadelphia	31,122,684	4
Boston - Lawrence - Salem - Lowell - Brockton	30,511,219	5
Detroit	28,365,464	6
Washington	26,757,621	7
Houston	21,801,603	8
Nassau - Suffolk	20,979,657	9
Atlanta	19,050,548	10
Dallas	17,259,871	11
Minneapolis - St. Paul	16,837,510	12
St. Louis	16,174,236	13
Anaheim - Santa Ana	16,116,999	14
San Francisco	14,541,387	15
San Diego	14,346,841	16
Baltimore	14,264,185	17
Miami - Hialeah	13,594,699	18
Oakland	13,458,445	19
Cleveland	12,444,134	20
Phoenix	12,339,829	21
Tampa - St. Petersburg - Clearwater	12,338,307	22
Seattle	12,242,697	23
Pittsburgh	12,087,280	24
Newark	12,033,488	25
Denver	11,941,172	26
Riverside - San Bernardino	11,242,780	27
Bergen - Passaic	11,076,650	28
Kansas City	11,010,066	29
San Jose	10,350,236	30
Fort Lauderdale - Hollywood - Pompano Beach	9,232,189	31
Cincinnati	8,965,943	32
Sacramento	8,635,629	33
Indianapolis	8,515,255	34
Columbus, Ohio	8,496,381	35
Hartford - New Britain - Middletown - Bristol	8,476,312	36
Fort Worth - Arlington	8,339,141	37
New Orleans	8,302,674	38
Milwaukee	8,056,639	39
Portland, Ore.	7,870,161	40
Norfolk - Virginia Beach - Newport News	7,684,514	41
Oklahoma City	7,609,480	42
Bridgeport - Stamford - Norwalk - Danbury	7,393,467	43
San Antonio	7,188,738	44
Charlotte - Gastonia - Rock Hill	7,099,408	45
Middlesex - Somerset - Hunterdon	7,069,836	46
Memphis	6,632,575	47
Monmouth - Ocean	6,620,082	48
Orlando	6,597,486	49
Nashville	6,184,212	50
Total Top 50	**735,324,863**	
West Palm Beach - Boca Raton - Delray Beach	6,002,627	51
Rochester, N.Y.	5,914,110	52
Louisville	5,849,128	53
Greensboro - Winston-Salem - High Point	5,817,966	54
Dayton - Springfield	5,613,552	55
Providence - Pawtucket - Woonsocket	5,559,061	56
Salt Lake City - Ogden	5,424,060	57
New Haven - Waterbury - Meriden	5,408,298	58
Buffalo	5,391,894	59
Albany - Schenectady - Troy	5,360,877	60
Richmond - Petersburg	5,309,667	61
Honolulu	5,107,706	62
Jacksonville, Fla.	5,097,040	63
Birmingham	4,758,461	64
Austin	4,728,756	65
Toledo	4,622,851	66
Knoxville	4,599,978	67
Tulsa	4,377,793	68
Las Vegas	4,338,210	69
Raleigh - Durham	4,251,058	70
Grand Rapids	4,238,030	71
Springfield, Mass.	4,213,264	72
Worcester - Fitchburg - Leominster	4,209,033	73
Harrisburg - Lebanon - Carlisle	4,165,367	74
Omaha	4,045,550	75
Scranton - Wilkes-Barre	4,039,737	76
Allentown - Bethlehem	4,035,091	77
Akron	3,808,456	78
New Bedford - Fall River - Attleboro	3,771,176	79
Gary - Hammond	3,766,179	80
Syracuse	3,740,584	81
Greenville - Spartanburg	3,673,331	82
Wilmington, Del.	3,660,870	83
Oxnard - Ventura	3,515,122	84
Tucson	3,405,661	85
Baton Rouge	3,240,811	86
Fresno	3,235,826	87
Little Rock - North Little Rock	3,159,547	88
Lake County, Ill.	3,097,077	89
Albuquerque	3,020,801	90
Flint	2,977,633	91
Wichita	2,932,315	92
Tacoma	2,918,980	93
Santa Barbara - Santa Maria - Lompoc	2,901,920	94
Youngstown - Warren	2,867,664	95
Manchester - Nashua	2,819,697	96
Jersey City	2,818,105	97
Bakersfield	2,792,087	98
Lansing - East Lansing	2,785,890	99
Saginaw - Bay City - Midland	2,772,606	100
Total Top 100	**941,486,394**	
Chattanooga	2,758,409	101
Charleston, S.C.	2,725,820	102
Mobile	2,698,888	103
Anchorage	2,675,045	104
Columbia, S.C.	2,661,318	105
Portsmouth - Dover - Rochester	2,599,623	106
Des Moines	2,588,220	107
Atlantic City	2,515,590	108
Portland, Me.	2,475,843	109
Johnson City - Kingsport - Bristol	2,470,126	110
El Paso	2,468,560	111
Beaumont - Port Arthur	2,465,575	112
Madison	2,458,607	113
Lancaster	2,433,663	114
Colorado Springs	2,339,949	115
Corpus Christi	2,304,853	116
Canton	2,300,766	117
Trenton	2,300,232	118
Stockton	2,283,819	119
Jackson, Miss.	2,260,168	120
Davenport - Rock Island - Moline	2,250,797	121
Reading	2,249,105	122
Lexington-Fayette	2,208,744	123
Fort Wayne	2,206,944	124
Santa Rosa - Petaluma	2,183,022	125
Vallejo - Fairfield - Napa	2,161,595	126
Shreveport	2,141,725	127
Spokane	2,122,615	128
Melbourne - Titusville - Palm Bay	2,109,101	129
Lakeland - Winter Haven	2,055,253	130
Augusta	2,049,248	131
Daytona Beach	2,034,602	132
Reno	2,021,916	133
Sarasota	2,015,247	134
York	1,989,749	135
Peoria	1,925,148	136
Evansville	1,915,165	137
Salinas - Seaside - Monterey	1,907,547	138
Fort Myers - Cape Coral	1,895,169	139
Ann Arbor	1,879,430	140
Pensacola	1,860,869	141
Huntington - Ashland	1,844,282	142
Modesto	1,809,954	143
Aurora - Elgin	1,756,402	144
New London - Norwich	1,754,912	145
Macon - Warner Robins	1,725,782	146
Charleston, W.Va.	1,699,144	147
Rockford	1,692,063	148
Orange County, N.Y.	1,689,330	149
McAllen - Edinburg - Mission	1,681,474	150
Total Top 150	**1,050,107,802**	
Utica - Rome	1,650,693	151
Boulder - Longmont	1,621,330	152
Lafayette, La.	1,609,880	153
Joliet	1,607,737	154
Appleton - Oshkosh - Neenah	1,599,889	155
South Bend - Mishawaka	1,599,033	156
Montgomery	1,592,463	157
Visalia - Tulare - Porterville	1,589,050	158
Kalamazoo	1,552,188	159
Springfield, Mo.	1,551,125	160
Lubbock	1,549,674	161
Savannah	1,540,126	162
Duluth	1,515,823	163
Erie	1,499,920	164
Poughkeepsie	1,497,071	165
Binghamton	1,492,616	166
Eugene - Springfield	1,471,299	167
St. Cloud	1,443,862	168
Fayetteville, N.C.	1,425,184	169
Roanoke	1,416,764	170
Amarillo	1,413,889	171
Odessa	1,412,505	172
Brownsville - Harlingen	1,355,191	173
Fort Pierce	1,349,886	174
Galveston - Texas City	1,333,584	175
Lorain - Elyria	1,332,893	176
Longview - Marshall	1,301,855	177
Columbus, Ga.	1,288,196	178
Santa Cruz	1,285,236	179
Asheville	1,280,598	180
Huntsville	1,275,258	181
Bradenton	1,268,806	182
Hickory	1,245,500	183
Tallahassee	1,244,029	184
Salem, Ore.	1,238,516	185
Hamilton - Middletown	1,225,734	186
Gainesville	1,213,207	187
Springfield, Ill.	1,200,913	188
Midland, Tex.	1,161,797	189
Abilene	1,155,725	190
Killeen - Temple	1,149,405	191
Pittsfield	1,149,121	192
Lincoln	1,144,866	193
Biloxi - Gulfport	1,136,987	194
Ocala	1,134,064	195
Green Bay	1,120,176	196
Waco	1,117,515	197
Burlington, Vt.	1,094,975	198
Houma - Thibodaux	1,076,382	199
Terre Haute	1,073,019	200
Total Top 200	**1,117,713,357**	
Topeka	1,071,120	201
Elkhart - Goshen	1,063,283	202
Naples	1,062,869	203
Fargo - Moorhead	1,050,224	204
Lake Charles	1,049,676	205
Johnstown	1,043,153	206
Champaign - Urbana - Rantoul	1,042,944	207
Cedar Rapids	1,042,861	208
Fort Collins - Loveland	1,031,295	209
Wheeling	1,028,396	210
Boise	1,026,576	211
Niagara Falls	1,016,667	212
Laredo	1,016,065	213
Bangor	994,211	214
Chico	992,369	215
Lima	984,948	216
Tyler	978,515	217
Billings	960,526	218
Wichita Falls	960,340	219
Brazoria	956,803	220
Wilmington, N.C.	951,981	221
Parkersburg - Marietta	941,732	222
Fort Walton Beach	941,399	223
Yakima	916,704	224
Sioux Falls	907,399	225
Charlottesville	894,746	226
Lynchburg	894,091	227
Fort Smith	891,779	228
Beaver County, Pa.	872,971	229
Provo - Orem	872,947	230
Muncie	865,227	231
Vancouver	856,247	232
Racine	854,340	233
Eau Claire	851,958	234
Burlington, N.C.	849,472	235
Athens	844,534	236
Joplin	839,315	237
Benton Harbor	838,233	238
Waterloo - Cedar Falls	836,591	239
Rochester, Minn.	828,042	240
Mansfield	824,618	241
Olympia	822,898	242
Bryan - College Station	821,323	243
Monroe	817,091	244
Richland - Kennewick - Pasco	814,894	245
Dothan	813,777	246
Redding	813,167	247
Janesville - Beloit	810,305	248
Merced	809,027	249
Vineland - Millville - Bridgeton	808,140	250
Total Top 250	**1,163,791,146**	
Decatur	803,171	251
Altoona	801,616	252
Anderson, Ind.	795,976	253
Bloomington - Normal	792,514	254
Medford	792,219	255
Panama City	782,796	256
Battle Creek	775,288	257
Texarkana	772,662	258
Clarksville - Hopkinsville	772,113	259
Muskegon	768,685	260
San Angelo	768,481	261
Jackson, Mich.	762,996	262
Lafayette - West Lafayette	755,119	263
Tuscaloosa	751,802	264
Albany, Ga.	751,085	265
Bremerton	736,829	266
Kokomo	730,861	267
Anderson, S.C.	721,378	268
Florence, S.C.	720,836	269
Sioux City	719,771	270
Steubenville - Weirton	718,819	271
Alexandria, La.	713,669	272
Santa Fe	709,559	273
Glens Falls	705,572	274
Hagerstown	691,825	275
Florence, Ala.	672,296	276
Bellingham	662,870	277
Fayetteville - Springdale	649,750	278
Lewiston - Auburn	649,517	279
Pueblo	649,143	280
Jackson, Tenn.	647,516	281
Williamsport	637,237	282
Rapid City	627,505	283
Pascagoula	620,468	284
Bismarck	615,092	285
Greeley	614,796	286
La Crosse	614,194	287
Kenosha	612,056	288
Lawton	609,374	289
Owensboro	604,204	290
Yuba City	596,657	291
State College	595,039	292
Las Cruces	594,339	293
Jacksonville, N.C.	591,949	294
Cheyenne	585,168	295
St. Joseph	582,377	296
Sharon	579,428	297
Casper	579,337	298
Victoria	578,852	299
Sherman - Denison	578,149	300
Columbia, Mo.	569,524	301
Bloomington, Ind.	558,145	302
Wausau	557,064	303
Cumberland	545,571	304
Elmira	545,133	305
Dubuque	519,126	306
Danville, Va.	493,249	307
Kankakee	488,055	308
Great Falls	486,280	309
Grand Forks	484,430	310
Anniston	474,661	311
Sheboygan	464,184	312
Pine Bluff	457,681	313
Iowa City	436,759	314
Gadsden	433,219	315
Enid	428,494	316
Lawrence, Kans.	392,081	317
Total Above Areas	**1,206,287,857**	
Percent of U.S.	**81.7172**	
U.S. Total	**1,476,173,090**	

EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,753,097	1
New York	5,707,216	2
Boston - Lawrence - Salem - Lowell - Brockton	3,880,022	3
Chicago	3,873,338	4
Philadelphia	2,809,543	5
Washington	2,738,363	6
Detroit	2,700,530	7
Houston	2,450,297	8
San Francisco	2,177,618	9
Atlanta	2,003,375	10
Dallas	1,976,825	11
Anaheim - Santa Ana	1,818,722	12
Nassau - Suffolk	1,603,085	13
San Diego	1,565,628	14
Minneapolis - St. Paul	1,542,539	15
St. Louis	1,505,043	16
Denver	1,411,129	17
Seattle	1,374,398	18
Baltimore	1,371,232	19
Phoenix	1,275,148	20
Tampa - St. Petersburg - Clearwater	1,273,913	21
Oakland	1,260,085	22
Cleveland	1,256,272	23
Miami - Hialeah	1,227,425	24
Pittsburgh	1,188,963	25
Riverside - San Bernardino	1,130,292	26
San Jose	1,068,714	27
Fort Lauderdale - Hollywood - Pompano Beach	1,054,056	28
New Orleans	1,036,401	29
Newark	1,030,981	30
Cincinnati	981,257	31
Kansas City	975,965	32
Bergen - Passaic	931,496	33
Honolulu	929,327	34
Columbus, Ohio	913,313	35
Sacramento	903,194	36
Hartford - New Britain - Middletown - Bristol	879,870	37
San Antonio	876,006	38
Fort Worth - Arlington	869,083	39
Oklahoma City	859,357	40
Indianapolis	858,404	41
Milwaukee	847,226	42
Portland, Ore.	822,554	43
Norfolk - Virginia Beach - Newport News	749,946	44
Orlando	728,475	45
Bridgeport - Stamford - Norwalk - Danbury	700,280	46
Louisville	632,818	47
West Palm Beach - Boca Raton - Delray Beach	621,926	48
Nashville	609,311	49
Charlotte - Gastonia - Rock Hill	596,393	50
Total Top 50	**77,350,451**	
Greensboro - Winston-Salem - High Point	576,608	51
Austin	570,723	52
Providence - Pawtucket - Woonsocket	570,448	53
Rochester, N.Y.	567,890	54
Dayton - Springfield	565,272	55
New Haven - Waterbury - Meriden	564,005	56
Buffalo	561,026	57
Monmouth - Ocean	559,609	58
Memphis	552,399	59
Middlesex - Somerset - Hunterdon	540,468	60
Knoxville	524,185	61
Jacksonville, Fla.	500,134	62
Toledo	493,667	63
Tulsa	484,091	64
Las Vegas	464,423	65
Worcester - Fitchburg - Leominster	449,353	66
Salt Lake City - Ogden	447,381	67
Springfield, Mass.	447,113	68
Richmond - Petersburg	445,045	69
Raleigh - Durham	425,478	70
Omaha	410,661	71
Albany - Schenectady - Troy	407,614	72
Akron	405,947	73
Gary - Hammond	398,714	74
Birmingham	398,264	75
Grand Rapids	383,661	76
Tucson	376,925	77
Scranton - Wilkes-Barre	356,727	78
Albuquerque	344,912	79
Allentown - Bethlehem	341,364	80
Syracuse	339,981	81
Anchorage	339,099	82
Harrisburg - Lebanon - Carlisle	335,554	83
Atlantic City	326,016	84
Greenville - Spartanburg	324,804	85
New Bedford - Fall River - Attleboro	318,170	86
Santa Barbara - Santa Maria - Lompoc	302,771	87
Baton Rouge	298,704	88
Little Rock - North Little Rock	295,163	89
Wilmington, Del.	293,593	90
Tacoma	291,655	91
Bakersfield	287,898	92
Charleston, S.C.	283,298	93
Fresno	282,093	94
Madison	280,618	95
El Paso	277,051	96
Oxnard - Ventura	276,229	97
Saginaw - Bay City - Midland	275,061	98
Flint	271,589	99
Columbia, S.C.	270,096	100
Total Top 100	**97,454,001**	
Youngstown - Warren	266,407	101
Lansing - East Lansing	266,339	102
Wichita	259,618	103
Lexington-Fayette	254,173	104
Colorado Springs	246,186	105
Corpus Christi	243,824	106
Vallejo - Fairfield - Napa	242,641	107
Des Moines	240,406	108
Manchester - Nashua	238,121	109
Portsmouth - Dover - Rochester	236,771	110
Mobile	234,419	111
Stockton	232,635	112
Chattanooga	231,544	113
Davenport - Rock Island - Moline	231,119	114
Portland, Me.	231,098	115
Daytona Beach	230,542	116
Fort Wayne	230,153	117
Lake County, Ill.	226,625	118
Canton	226,089	119
Lancaster	221,098	120
Santa Rosa - Petaluma	214,514	121
Beaumont - Port Arthur	213,197	122
Jersey City	209,644	123
Spokane	209,239	124
Salinas - Seaside - Monterey	207,405	125
Sarasota	203,565	126
Trenton	201,862	127
Melbourne - Titusville - Palm Bay	199,612	128
Ann Arbor	194,491	129
Shreveport	193,982	130
Boulder - Longmont	193,270	131
Johnson City - Kingsport - Bristol	191,198	132
Reading	188,745	133
Lafayette, La.	186,183	134
New London - Norwich	183,130	135
Evansville	182,356	136
Savannah	182,145	137
Pensacola	180,259	138
Fort Myers - Cape Coral	180,246	139
Jackson, Miss.	178,095	140
Reno	177,461	141
Lakeland - Winter Haven	173,803	142
York	171,504	143
Peoria	171,130	144
Augusta	170,520	145
Aurora - Elgin	168,176	146
Kalamazoo	162,231	147
Appleton - Oshkosh - Neenah	158,541	148
Lubbock	157,205	149
Huntington - Ashland	154,548	150
Total Top 150	**107,802,066**	
South Bend - Mishawaka	154,406	151
Houma - Thibodaux	154,016	152
Odessa	152,610	153
Rockford	152,566	154
Eugene - Springfield	151,348	155
Modesto	148,798	156
Galveston - Texas City	146,541	157
Duluth	145,195	158
Amarillo	144,419	159
Santa Cruz	144,047	160
Joliet	142,421	161
Erie	139,224	162
Boise	139,033	163
Roanoke	137,252	164
Macon - Warner Robins	136,600	165
Lincoln	135,948	166
Biloxi - Gulfport	134,853	167
McAllen - Edinburg - Mission	133,383	168
Utica - Rome	131,664	169
Tallahassee	131,633	170
Montgomery	131,535	171
Hamilton - Middletown	131,380	172
Gainesville	131,368	173
Springfield, Mo.	130,555	174
Brownsville - Harlingen	130,508	175
Salem, Ore.	128,996	176
Fayetteville, N.C.	128,903	177
Bradenton	126,934	178
Huntsville	126,646	179
Binghamton	126,526	180
Visalia - Tulare - Porterville	124,416	181
Killeen - Temple	123,168	182
Green Bay	122,149	183
Charleston, W.Va.	121,331	184
Lorain - Elyria	120,391	185
Champaign - Urbana - Rantoul	117,521	186
Longview - Marshall	116,744	187
Waco	116,595	188
Pittsfield	114,063	189
Asheville	113,855	190
Springfield, Ill.	112,535	191
Poughkeepsie	111,524	192
Burlington, Vt.	109,619	193
Hickory	109,148	194
Columbus, Ga.	108,668	195
Naples	108,238	196
Abilene	106,299	197
Midland, Tex.	104,415	198
Bryan - College Station	104,312	199
Topeka	103,618	200
Total Top 200	**114,219,983**	
Panama City	102,514	201
Fort Collins - Loveland	102,133	202
Fort Walton Beach	100,088	203
Orange County, N.Y.	100,076	204
Fargo - Moorhead	96,420	205
Vancouver	95,714	206
Lima	95,713	207
Chico	95,675	208
Cedar Rapids	95,421	209
Fort Pierce	94,229	210
Wichita Falls	92,211	211
Niagara Falls	91,898	212
Muncie	90,693	213
Terre Haute	90,247	214
Billings	89,592	215
Wilmington, N.C.	89,106	216
Elkhart - Goshen	87,542	217
Fort Smith	86,994	218
Racine	84,263	219
Athens	83,548	220
St. Cloud	82,106	221
Battle Creek	82,043	222
Benton Harbor	81,630	223
Janesville - Beloit	81,347	224
Yakima	80,884	225
Olympia	80,794	226
Wheeling	80,687	227
Parkersburg - Marietta	80,417	228
Lafayette - West Lafayette	79,430	229
Bremerton	79,374	230
Muskegon	78,783	231
Tyler	78,525	232
Bangor	78,445	233
Ocala	77,542	234
Eau Claire	77,192	235
Bloomington - Normal	76,859	236
Lake Charles	76,561	237
San Angelo	76,455	238
Santa Fe	76,213	239
Waterloo - Cedar Falls	75,832	240
Lynchburg	75,492	241
Monroe	75,119	242
Sioux Falls	75,062	243
Brazoria	73,890	244
Kenosha	73,318	245
Bellingham	73,242	246
Burlington, N.C.	72,397	247
Kokomo	72,139	248
Mansfield	70,990	249
Jackson, Mich.	70,776	250
Total Top 250	**118,397,604**	
Charlottesville	70,279	251
Merced	69,799	252
Joplin	69,386	253
Johnstown	69,345	254
Clarksville - Hopkinsville	68,857	255
Richland - Kennewick - Pasco	68,339	256
Tuscaloosa	67,962	257
Pueblo	67,802	258
Anderson, Ind.	66,926	259
Owensboro	66,667	260
Laredo	66,427	261
Lawton	66,406	262
Texarkana	66,154	263
La Crosse	65,700	264
Dothan	65,628	265
Decatur	65,190	266
Medford	65,035	267
Albany, Ga.	64,998	268
Fayetteville - Springdale	64,128	269
Bloomington, Ind.	64,115	270
Steubenville - Weirton	63,439	271
Beaver County, Pa.	62,749	272
Redding	62,625	273
Glens Falls	62,556	274
Rochester, Minn.	61,934	275
Provo - Orem	61,291	276
State College	60,671	277
Greeley	60,022	278
Las Cruces	59,889	279
Sioux City	59,490	280
Cheyenne	57,206	281
Anderson, S.C.	56,270	282
Columbia, Mo.	56,217	283
Florence, Ala.	55,692	284
Pascagoula	55,598	285
Rapid City	54,706	286
Alexandria, La.	54,068	287
Sharon	53,090	288
Altoona	52,853	289
Kankakee	52,260	290
Yuba City	51,984	291
Jacksonville, N.C.	51,000	292
Iowa City	50,761	293
Florence, S.C.	50,504	294
Bismarck	50,160	295
Casper	50,082	296
Jackson, Tenn.	50,035	297
Sherman - Denison	48,549	298
Vineland - Millville - Bridgeton	48,447	299
Victoria	48,151	300
Great Falls	48,039	301
Lewiston - Auburn	48,019	302
Cumberland	48,005	303
Dubuque	48,005	303
St. Joseph	47,393	305
Williamsport	46,620	306
Lawrence, Kans.	46,103	307
Enid	45,308	308
Sheboygan	45,173	309
Elmira	44,360	310
Danville, Va.	43,537	311
Wausau	39,604	312
Gadsden	39,325	313
Hagerstown	37,749	314
Anniston	36,914	315
Pine Bluff	31,904	316
Grand Forks	31,050	317
Total Above Areas	**122,126,154**	
Percent of U.S.	**84.3809**	
U.S. Total	**144,731,919**	

FOOD STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	10,450,894	1
New York	9,111,819	2
Chicago	6,418,984	3
Philadelphia	6,102,247	4
Boston - Lawrence - Salem - Lowell - Brockton	5,399,968	5
Detroit	5,091,945	6
Washington	4,839,527	7
Houston	4,600,068	8
Nassau - Suffolk	4,306,903	9
Dallas	3,384,735	10
St. Louis	3,256,884	11
Atlanta	3,179,860	12
Minneapolis - St. Paul	2,969,650	13
Anaheim - Santa Ana	2,893,549	14
Phoenix	2,736,024	15
Baltimore	2,681,557	16
Oakland	2,678,894	17
Newark	2,645,072	18
San Diego	2,628,585	19
San Francisco	2,571,558	20
Riverside - San Bernardino	2,552,301	21
Pittsburgh	2,529,481	22
Tampa - St. Petersburg - Clearwater	2,526,254	23
Seattle	2,505,109	24
Denver	2,460,270	25
Cleveland	2,403,872	26
Miami - Hialeah	2,114,506	27
Bergen - Passaic	2,077,593	28
Kansas City	2,052,007	29
New Orleans	1,975,060	30
San Jose	1,844,899	31
Fort Worth - Arlington	1,801,301	32
Sacramento	1,775,055	33
Cincinnati	1,771,552	34
Hartford - New Britain - Middletown - Bristol	1,664,432	35
San Antonio	1,636,205	36
Milwaukee	1,599,407	37
Columbus, Ohio	1,585,053	38
Middlesex - Somerset - Hunterdon	1,525,634	39
Fort Lauderdale - Hollywood - Pompano Beach	1,525,573	40
Charlotte - Gastonia - Rock Hill	1,525,096	41
Monmouth - Ocean	1,447,305	42
Bridgeport - Stamford - Norwalk - Danbury	1,408,559	43
Buffalo	1,397,957	44
Indianapolis	1,393,883	45
Oklahoma City	1,371,297	46
Norfolk - Virginia Beach - Newport News	1,355,567	47
Portland, Ore.	1,334,920	48
Rochester, N.Y.	1,300,792	49
Memphis	1,260,018	50
Total Top 50	**141,669,681**	
Albany - Schenectady - Troy	1,257,217	51
Salt Lake City - Ogden	1,202,708	52
Orlando	1,179,615	53
Nashville	1,177,440	54
Providence - Pawtucket - Woonsocket	1,172,167	55
New Haven - Waterbury - Meriden	1,162,617	56
Louisville	1,151,863	57
Dayton - Springfield	1,117,853	58
Greensboro - Winston-Salem - High Point	1,091,404	59
West Palm Beach - Boca Raton - Delray Beach	1,090,911	60
Richmond - Petersburg	1,059,201	61
New Bedford - Fall River - Attleboro	1,019,436	62
Birmingham	991,255	63
Austin	948,234	64
Knoxville	945,343	65
Syracuse	944,156	66
Tulsa	933,062	67
Harrisburg - Lebanon - Carlisle	902,867	68
Scranton - Wilkes-Barre	901,554	69
Springfield, Mass.	894,116	70
Las Vegas	893,428	71
Honolulu	891,203	72
Jacksonville, Fla.	886,825	73
Toledo	884,582	74
Allentown - Bethlehem	816,005	75
Raleigh - Durham	800,529	76
Worcester - Fitchburg - Leominster	795,612	77
Akron	791,303	78
Gary - Hammond	777,917	79
Greenville - Spartanburg	770,146	80
Baton Rouge	766,173	81
Omaha	759,531	82
Tucson	756,105	83
Oxnard - Ventura	753,516	84
Jersey City	751,625	85
Wilmington, Del.	673,915	86
Fresno	667,657	87
Little Rock - North Little Rock	646,249	88
Chattanooga	641,479	89
Bakersfield	640,597	90
Grand Rapids	630,095	91
Mobile	610,569	92
Albuquerque	604,471	93
Tacoma	595,250	94
Des Moines	587,231	95
Charleston, S.C.	579,678	96
Wichita	575,932	97
Youngstown - Warren	574,064	98
Portsmouth - Dover - Rochester	567,948	99
Corpus Christi	555,282	100
Total Top 100	**184,057,617**	
Santa Barbara - Santa Maria - Lompoc	535,662	101
Atlantic City	534,234	102
Manchester - Nashua	527,182	103
Johnson City - Kingsport - Bristol	525,357	104
Beaumont - Port Arthur	524,990	105
Lancaster	521,935	106
Vallejo - Fairfield - Napa	519,727	107
Stockton	509,925	108
Canton	509,777	109
El Paso	501,426	110
Portland, Me.	494,706	111
Lansing - East Lansing	491,734	112
Santa Rosa - Petaluma	487,836	113
Saginaw - Bay City - Midland	485,785	114
Trenton	480,021	115
Flint	477,594	116
Spokane	470,202	117
Lakeland - Winter Haven	468,364	118
Columbia, S.C.	466,725	119
Shreveport	452,339	120
Davenport - Rock Island - Moline	445,763	121
Colorado Springs	441,163	122
Lake County, Ill.	439,116	123
Jackson, Miss.	434,798	124
York	425,065	125
Modesto	421,712	126
Orange County, N.Y.	419,310	127
Daytona Beach	418,107	128
Reading	417,434	129
Utica - Rome	410,830	130
Fort Wayne	408,094	131
Anchorage	406,355	132
Lexington-Fayette	406,069	133
Augusta	402,802	134
Reno	387,092	135
Fort Myers - Cape Coral	385,261	136
Visalia - Tulare - Porterville	384,580	137
Peoria	384,217	138
Evansville	378,321	139
Madison	376,499	140
Huntington - Ashland	373,491	141
Pensacola	371,418	142
Boulder - Longmont	370,719	143
Galveston - Texas City	369,112	144
Poughkeepsie	367,457	145
Melbourne - Titusville - Palm Bay	366,370	146
Binghamton	363,530	147
McAllen - Edinburg - Mission	362,534	148
Aurora - Elgin	357,669	149
Sarasota	353,390	150
Total Top 150	**205,891,416**	
Charleston, W.Va.	350,106	151
Macon - Warner Robins	342,356	152
New London - Norwich	333,418	153
Rockford	330,687	154
Salinas - Seaside - Monterey	328,750	155
Brownsville - Harlingen	327,340	156
Erie	327,284	157
Duluth	322,851	158
Springfield, Mo.	318,766	159
Joliet	311,778	160
Eugene - Springfield	300,932	161
Lorain - Elyria	300,436	162
Montgomery	299,210	163
Roanoke	294,962	164
Santa Cruz	294,470	165
Savannah	293,280	166
Lafayette, La.	293,219	167
Brazoria	291,227	168
Lubbock	290,431	169
Appleton - Oshkosh - Neenah	286,569	170
Hamilton - Middletown	284,247	171
Niagara Falls	280,313	172
Lake Charles	278,671	173
Fort Pierce	278,187	174
Amarillo	275,202	175
South Bend - Mishawaka	271,238	176
Longview - Marshall	270,529	177
Pittsfield	270,217	178
Ann Arbor	268,881	179
Chico	267,854	180
Gainesville	267,490	181
Odessa	265,418	182
Hickory	261,582	183
Killeen - Temple	257,436	184
Fayetteville, N.C.	255,469	185
Houma - Thibodaux	248,567	186
Waco	247,426	187
Johnstown	247,291	188
Beaver County, Pa.	244,302	189
Topeka	242,940	190
Bradenton	242,843	191
Salem, Ore.	241,787	192
Tallahassee	240,435	193
Asheville	232,903	194
Fort Collins - Loveland	230,076	195
Boise	228,424	196
Ocala	226,150	197
Huntsville	225,069	198
Laredo	224,217	199
Midland, Tex.	223,995	200
Total Top 200	**219,728,647**	
Cedar Rapids	221,823	201
Yakima	221,556	202
Columbus, Ga.	220,446	203
Wheeling	220,076	204
Burlington, Vt.	218,976	205
Elkhart - Goshen	218,497	206
Biloxi - Gulfport	218,158	207
Springfield, Ill.	215,985	208
Naples	214,668	209
Lincoln	213,344	210
Vancouver	212,099	211
Vineland - Millville - Bridgeton	211,253	212
Bangor	210,739	213
Provo - Orem	205,647	214
Kalamazoo	203,752	215
Olympia	203,116	216
Abilene	199,044	217
St. Cloud	198,835	218
Redding	195,790	219
Richlnnd - Kennewick - Pasco	193,450	220
Steubenville - Weirton	192,613	221
Bryan - College Station	191,956	222
Racine	190,658	223
Billings	188,361	224
Lynchburg	185,835	225
Tyler	184,702	226
Joplin	182,607	227
Anderson, Ind.	180,863	228
Charlottesville	180,788	229
Lima	180,504	230
Champaign - Urbana - Rantoul	179,026	231
Terre Haute	178,430	232
Glens Falls	177,518	233
Tuscaloosa	176,546	234
Altoona	176,416	235
Athens	176,063	236
Parkersburg - Marietta	173,861	237
Fort Smith	170,824	238
Pascagoula	170,505	239
Lewiston - Auburn	170,469	240
Bremerton	169,409	241
Waterloo - Cedar Falls	167,704	242
Merced	167,295	243
Monroe	167,186	244
Texarkana	165,909	245
Janesville - Beloit	165,482	246
Wilmington, N.C.	164,814	247
Wichita Falls	163,448	248
Pueblo	163,141	249
Fargo - Moorhead	162,727	250
Total Top 250	**229,211,561**	
Muncie	160,465	251
Anderson, S.C.	160,114	252
Kenosha	155,474	253
Green Bay	155,019	254
Sioux City	154,643	255
Fort Walton Beach	154,518	256
Alexandria, La.	154,157	257
Burlington, N.C.	153,791	258
Muskegon	152,732	259
Bellingham	151,905	260
San Angelo	151,741	261
Benton Harbor	149,734	262
Greeley	149,672	263
Dothan	149,244	264
Sioux Falls	149,122	265
Decatur	148,214	266
Williamsport	146,761	267
Albany, Ga.	143,965	268
Rochester, Minn.	143,676	269
Clarksville - Hopkinsville	143,469	270
Yuba City	140,027	271
Medford	139,004	272
Mansfield	138,634	273
Lawton	137,950	274
Florence, S.C.	136,560	275
St. Joseph	136,216	276
Santa Fe	133,420	277
Battle Creek	133,400	278
Bloomington - Normal	133,208	279
Kokomo	132,451	280
Fayetteville - Springdale	132,350	281
Eau Claire	128,995	282
Florence, Ala.	128,064	283
Casper	126,354	284
Columbia, Mo.	125,449	285
Jackson, Mich.	125,044	286
Sharon	123,092	287
Owensboro	121,348	288
Victoria	119,902	289
Lafayette - West Lafayette	119,441	290
Panama City	117,085	291
Hagerstown	116,915	292
State College	115,912	293
Rapid City	114,598	294
Sherman - Denison	114,275	295
Danville, Va.	113,394	296
Jacksonville, N.C.	111,366	297
Las Cruces	110,237	298
Cumberland	110,084	299
Elmira	109,835	300
Wausau	108,926	301
Gadsden	108,628	302
Pine Bluff	107,905	303
Dubuque	105,745	304
La Crosse	104,906	305
Kankakee	104,556	306
Bloomington, Ind.	104,169	307
Jackson, Tenn.	102,431	308
Bismarck	100,177	309
Sheboygan	99,387	310
Anniston	98,158	311
Cheyenne	95,506	312
Iowa City	92,211	313
Enid	90,751	314
Great Falls	87,777	315
Lawrence, Kans.	84,998	316
Grand Forks	61,156	317
Total Above Areas	**237,641,974**	
Percent of U.S.	**78.6165**	
U.S. Total	**302,279,887**	

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	12,686,683	1
Chicago	7,823,856	2
Detroit	7,225,171	3
Philadelphia	7,184,748	4
Washington	6,680,074	5
Boston - Lawrence - Salem - Lowell - Brockton	6,478,977	6
New York	5,949,203	7
Atlanta	4,986,157	8
Houston	4,721,814	9
Nassau - Suffolk	4,254,963	10
Minneapolis - St. Paul	4,183,006	11
St. Louis	4,007,216	12
Anaheim - Santa Ana	3,977,853	13
Dallas	3,920,290	14
Miami - Hialeah	3,895,384	15
San Diego	3,642,118	16
Baltimore	3,455,052	17
Tampa - St. Petersburg - Clearwater	3,265,231	18
Oakland	3,156,381	19
Kansas City	2,889,180	20
Fort Lauderdale - Hollywood - Pompano Beach	2,864,268	21
Pittsburgh	2,841,648	22
San Francisco	2,770,348	23
Newark	2,676,131	24
Cleveland	2,658,348	25
Seattle	2,657,585	26
Riverside - San Bernardino	2,575,919	27
Phoenix	2,561,760	28
San Jose	2,452,954	29
Bergen - Passaic	2,317,919	30
Denver	2,292,588	31
Indianapolis	2,207,569	32
Columbus, Ohio	2,072,828	33
Sacramento	2,048,972	34
Orlando	1,994,316	35
Cincinnati	1,962,822	36
Charlotte - Gastonia - Rock Hill	1,928,884	37
Fort Worth - Arlington	1,909,828	38
Norfolk - Virginia Beach - Newport News	1,904,536	39
Hartford - New Britain - Middletown - Bristol	1,889,309	40
Monmouth - Ocean	1,852,298	41
Oklahoma City	1,805,728	42
Milwaukee	1,796,637	43
Portland, Ore.	1,794,760	44
Memphis	1,669,126	45
West Palm Beach - Boca Raton - Delray Beach	1,632,630	46
Bridgeport - Stamford - Norwalk - Danbury	1,586,039	47
Nashville	1,565,227	48
Rochester, N.Y.	1,520,134	49
Jacksonville, Fla.	1,479,301	50
Total Top 50	**167,673,769**	
Greensboro - Winston-Salem - High Point	1,461,483	51
San Antonio	1,424,013	52
Middlesex - Somerset - Hunterdon	1,389,367	53
New Orleans	1,290,681	54
Richmond - Petersburg	1,271,425	55
Louisville	1,262,686	56
Dayton - Springfield	1,262,562	57
Birmingham	1,250,891	58
Albany - Schenectady - Troy	1,228,664	59
Lake County, Ill.	1,161,800	60
Buffalo	1,143,060	61
Salt Lake City - Ogden	1,104,351	62
Grand Rapids	1,081,921	63
New Haven - Waterbury - Meriden	1,076,662	64
Knoxville	1,046,556	65
Providence - Pawtucket - Woonsocket	1,042,964	66
Raleigh - Durham	1,041,995	67
Austin	1,028,733	68
Toledo	1,022,400	69
Harrisburg - Lebanon - Carlisle	971,384	70
Allentown - Bethlehem	971,098	71
Oxnard - Ventura	966,933	72
Omaha	948,604	73
Tulsa	936,389	74
Wilmington, Del.	898,908	75
Worcester - Fitchburg - Leominster	883,308	76
Syracuse	878,305	77
Las Vegas	866,783	78
Akron	860,260	79
Greenville - Spartanburg	839,709	80
Scranton - Wilkes-Barre	837,511	81
Springfield, Mass.	823,460	82
Fresno	814,542	83
Gary - Hammond	797,680	84
New Bedford - Fall River - Attleboro	796,808	85
Flint	780,953	86
Honolulu	768,097	87
Wichita	756,160	88
Charleston, S.C.	739,197	89
Tacoma	718,466	90
Tucson	693,961	91
Lansing - East Lansing	691,845	92
Johnson City - Kingsport - Bristol	690,286	93
Bakersfield	671,076	94
Albuquerque	666,077	95
Columbia, S.C.	664,224	96
Mobile	662,260	97
Chattanooga	658,582	98
Little Rock - North Little Rock	658,235	99
Saginaw - Bay City - Midland	652,134	100
Total Top 100	**214,829,218**	
Manchester - Nashua	635,480	101
Portsmouth - Dover - Rochester	607,755	102
Lakeland - Winter Haven	599,030	103
Melbourne - Titusville - Palm Bay	596,211	104
Des Moines	586,154	105
Youngstown - Warren	569,292	106
Jackson, Miss.	569,186	107
Madison	566,505	108
Santa Barbara - Santa Maria - Lompoc	563,895	109
Baton Rouge	559,938	110
Lancaster	557,888	111
Davenport - Rock Island - Moline	553,721	112
Reading	541,854	113
Stockton	540,399	114
Beaumont - Port Arthur	532,200	115
Sarasota	525,485	116
Colorado Springs	512,813	117
Augusta	512,553	118
Anchorage	511,161	119
Spokane	509,474	120
Lexington-Fayette	505,098	121
Canton	504,103	122
Jersey City	501,225	123
Fort Wayne	500,824	124
Charleston, W.Va.	497,995	125
Peoria	497,590	126
Macon - Warner Robins	495,306	127
Daytona Beach	494,660	128
Pensacola	494,388	129
Corpus Christi	493,478	130
Atlantic City	488,551	131
Vallejo - Fairfield - Napa	486,630	132
New London - Norwich	480,600	133
Portland, Me.	480,415	134
York	477,094	135
Fort Myers - Cape Coral	470,072	136
El Paso	466,350	137
Salinas - Seaside - Monterey	464,045	138
Montgomery	456,756	139
A[illegible]or	438,939	140
Evansville	424,648	141
Trenton	424,432	142
Santa Rosa - Petaluma	424,216	143
Elkhart - Goshen	413,408	144
Rockford	413,342	145
Shreveport	412,031	146
Bradenton	410,327	147
Joliet	409,173	148
Lubbock	407,226	149
Springfield, Mo.	405,003	150
Total Top 150	**239,818,138**	
Fort Pierce	396,326	151
Reno	391,849	152
South Bend - Mishawaka	387,452	153
Visalia - Tulare - Porterville	384,350	154
Fayetteville, N.C.	379,920	155
Columbus, Ga.	378,431	156
Huntington - Ashland	372,610	157
Savannah	372,179	158
Amarillo	369,401	159
Eugene - Springfield	354,887	160
Huntsville	354,124	161
Orange County, N.Y.	351,693	162
Aurora - Elgin	350,439	163
Appleton - Oshkosh - Neenah	347,012	164
Erie	346,443	165
Modesto	345,504	166
Utica - Rome	339,046	167
Odessa	335,850	168
Kalamazoo	332,951	169
Binghamton	330,252	170
Lorain - Elyria	329,087	171
Longview - Marshall	326,689	172
Poughkeepsie	322,382	173
Boulder - Longmont	320,223	174
Asheville	318,142	175
Hamilton - Middletown	311,567	176
Hickory	306,525	177
Gainesville	300,286	178
Biloxi - Gulfport	297,183	179
Fargo - Moorhead	295,581	180
McAllen - Edinburg - Mission	294,484	181
Salem, Ore.	293,293	182
Lafayette, La.	291,274	183
Burlington, Vt.	278,756	184
Roanoke	278,729	185
Santa Cruz	277,440	186
Abilene	275,027	187
Galveston - Texas City	271,398	188
Springfield, Ill.	257,596	189
Killeen - Temple	257,365	190
Naples	255,913	191
Bangor	255,180	192
Duluth	254,348	193
Ocala	253,556	194
Fort Walton Beach	249,409	195
St. Cloud	246,683	196
Topeka	246,448	197
Lincoln	244,581	198
Green Bay	244,378	199
Wilmington, N.C.	244,247	200
Total Top 200	**255,436,627**	
Johnstown	243,123	201
Terre Haute	242,255	202
Brownsville - Harlingen	241,591	203
Tallahassee	240,340	204
Panama City	239,562	205
Dothan	239,417	206
Eau Claire	238,701	207
Sioux Falls	237,964	208
Burlington, N.C.	236,870	209
Clarksville - Hopkinsville	235,973	210
Parkersburg - Marietta	234,067	211
Waco	233,774	212
Tyler	230,642	213
Pittsfield	228,862	214
Joplin	226,851	215
Wichita Falls	223,867	216
Yakima	217,683	217
Champaign - Urbana - Rantoul	217,659	218
Merced	216,716	219
Rochester, Minn.	216,472	220
Niagara Falls	215,982	221
Lima	213,634	222
Cedar Rapids	212,082	223
Houma - Thibodaux	209,159	224
Boise	208,277	225
Brazoria	208,006	226
Altoona	207,886	227
Waterloo - Cedar Falls	202,487	228
Wheeling	201,879	229
Kokomo	199,720	230
Fort Collins - Loveland	198,505	231
Midland, Tex.	198,074	232
Anderson, Ind.	196,864	233
Mansfield	193,721	234
Albany, Ga.	191,887	235
Billings	190,490	236
Vineland - Millville - Bridgeton	189,351	237
Lafayette - West Lafayette	188,805	238
Florence, S.C.	188,525	239
Decatur	187,764	240
Muncie	187,390	241
Chico	186,546	242
Athens	184,754	243
Bismarck	184,748	244
Medford	184,360	245
Bloomington - Normal	182,580	246
Jacksonville, N.C.	181,671	247
Lynchburg	180,238	248
Racine	179,018	249
Florence, Ala.	176,040	250
Total Top 250	**265,909,459**	
San Angelo	173,135	251
Battle Creek	172,875	252
Benton Harbor	170,627	253
Provo - Orem	170,331	254
Fort Smith	168,457	255
Lake Charles	166,197	256
Anderson, S.C.	166,045	257
Richland - Kennewick - Pasco	165,378	258
Vancouver	163,796	259
Charlottesville	162,900	260
Tuscaloosa	162,089	261
Bremerton	161,528	262
Rapid City	161,325	263
Lewiston - Auburn	159,904	264
St. Joseph	159,750	265
Muskegon	158,945	266
Sioux City	157,916	267
Olympia	157,475	268
Redding	156,773	269
Williamsport	156,397	270
Sharon	155,933	271
Santa Fe	153,560	272
Monroe	152,404	273
Casper	149,167	274
Beaver County, Pa.	148,856	275
Janesville - Beloit	147,357	276
Glens Falls	146,996	277
Texarkana	145,519	278
Grand Forks	143,971	279
Greeley	143,707	280
Steubenville - Weirton	143,475	281
Columbia, Mo.	142,880	282
Hagerstown	142,432	283
Jackson, Mich.	137,900	284
Bellingham	135,685	285
Sherman - Denison	135,511	286
La Crosse	135,468	287
Alexandria, La.	131,404	288
Bryan - College Station	131,279	289
Jackson, Tenn.	131,001	290
State College	129,068	291
Danville, Va.	128,134	292
Las Cruces	127,658	293
Wausau	126,828	294
Pascagoula	126,704	295
Kankakee	125,355	296
Lawton	123,599	297
Owensboro	122,504	298
Elmira	120,540	299
Cheyenne	120,282	300
Anniston	119,000	301
Yuba City	118,756	302
Fayetteville - Springdale	117,490	303
Bloomington, Ind.	117,295	304
Victoria	116,686	305
Dubuque	108,224	306
Laredo	107,154	307
Great Falls	105,873	308
Sheboygan	104,426	309
Pueblo	104,295	310
Cumberland	103,929	311
Lawrence, Kans.	101,713	312
Enid	97,056	313
Kenosha	95,336	314
Gadsden	93,882	315
Pine Bluff	87,775	316
Iowa City	82,327	317
Total Above Areas	**275,067,696**	
Percent of U.S.	**81.5134**	
U.S. Total	**337,451,058**	

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,743,576	1
New York	5,016,676	2
Chicago	4,269,399	3
Philadelphia	3,676,526	4
Detroit	3,245,486	5
Boston - Lawrence - Salem - Lowell - Brockton	3,220,850	6
Washington	3,141,396	7
Houston	2,570,885	8
Minneapolis - St. Paul	2,537,481	9
Atlanta	2,419,931	10
St. Louis	2,272,887	11
Nassau - Suffolk	2,127,985	12
Dallas	2,017,655	13
Anaheim - Santa Ana	1,919,470	14
San Diego	1,764,532	15
Cleveland	1,727,151	16
Pittsburgh	1,719,350	17
Oakland	1,625,779	18
Baltimore	1,621,395	19
San Francisco	1,536,072	20
Kansas City	1,515,617	21
Denver	1,472,048	22
Miami - Hialeah	1,467,303	23
Tampa - St. Petersburg - Clearwater	1,438,869	24
Portland, Ore.	1,404,607	25
Cincinnati	1,372,139	26
Phoenix	1,367,167	27
San Jose	1,314,221	28
Riverside - San Bernardino	1,307,304	29
Seattle	1,261,640	30
Bergen - Passaic	1,237,015	31
Columbus, Ohio	1,136,085	32
Fort Worth - Arlington	1,060,506	33
Indianapolis	1,043,872	34
Milwaukee	1,038,892	35
Newark	1,021,168	36
New Orleans	970,709	37
Oklahoma City	961,168	38
Sacramento	944,475	39
Hartford - New Britain - Middletown - Bristol	916,233	40
Memphis	907,485	41
Nashville	903,694	42
Fort Lauderdale - Hollywood - Pompano Beach	897,249	43
Norfolk - Virginia Beach - Newport News	881,711	44
San Antonio	865,456	45
Bridgeport - Stamford - Norwalk - Danbury	848,519	46
Louisville	826,362	47
Dayton - Springfield	789,876	48
Middlesex - Somerset - Hunterdon	770,813	49
Toledo	767,737	50
Total Top 50	**86,884,422**	
Salt Lake City - Ogden	737,460	51
Charlotte - Gastonia - Rock Hill	717,406	52
Honolulu	692,799	53
Orlando	691,637	54
Richmond - Petersburg	688,795	55
Providence - Pawtucket - Woonsocket	676,114	56
Grand Rapids	657,777	57
New Haven - Waterbury - Meriden	655,263	58
Greensboro - Winston-Salem - High Point	650,650	59
West Palm Beach - Boca Raton - Delray Beach	637,485	60
Monmouth - Ocean	610,843	61
Rochester, N.Y.	581,839	62
Knoxville	577,007	63
Las Vegas	568,353	64
Buffalo	566,262	65
Omaha	539,175	66
Flint	532,544	67
Springfield, Mass.	532,479	68
Worcester - Fitchburg - Leominster	527,586	69
Tulsa	523,322	70
Raleigh - Durham	523,278	71
Austin	517,875	72
Scranton - Wilkes-Barre	513,015	73
Albany - Schenectady - Troy	506,642	74
Wilmington, Del.	505,451	75
Birmingham	503,027	76
Jacksonville, Fla.	494,259	77
Youngstown - Warren	473,182	78
Akron	465,810	79
Baton Rouge	460,049	80
Tucson	460,043	81
Harrisburg - Lebanon - Carlisle	457,242	82
Manchester - Nashua	454,989	83
Allentown - Bethlehem	450,698	84
Oxnard - Ventura	448,438	85
Greenville - Spartanburg	443,519	86
Gary - Hammond	440,583	87
Saginaw - Bay City - Midland	438,934	88
Lansing - East Lansing	438,498	89
Little Rock - North Little Rock	431,043	90
Wichita	425,497	91
El Paso	389,265	92
Des Moines	381,013	93
Albuquerque	373,731	94
New Bedford - Fall River - Attleboro	358,318	95
Chattanooga	357,273	96
Huntington - Ashland	354,581	97
Anchorage	351,962	98
Mobile	350,415	99
Johnson City - Kingsport - Bristol	350,296	100
Total Top 100	**112,368,144**	
Syracuse	349,206	101
Reno	344,209	102
Columbia, S.C.	341,732	103
Fresno	340,286	104
Jackson, Miss.	337,750	105
Lexington-Fayette	329,748	106
Tacoma	328,076	107
Colorado Springs	320,847	108
Davenport - Rock Island - Moline	320,372	109
Beaumont - Port Arthur	317,541	110
Trenton	299,001	111
Charleston, S.C.	294,592	112
Pensacola	289,987	113
Fort Wayne	287,698	114
Shreveport	287,449	115
Ann Arbor	284,846	116
Kalamazoo	284,700	117
Madison	282,565	118
Canton	281,433	119
Melbourne - Titusville - Palm Bay	280,156	120
Evansville	273,259	121
Augusta	262,836	122
Bakersfield	258,709	123
Lake County, Ill.	257,621	124
Reading	257,302	125
Lancaster	255,881	126
Santa Barbara - Santa Maria - Lompoc	255,613	127
Peoria	255,437	128
Spokane	253,656	129
Springfield, Mo.	252,772	130
Corpus Christi	248,124	131
Stockton	247,120	132
Lafayette, La.	246,042	133
Portland, Me.	244,668	134
McAllen - Edinburg - Mission	239,277	135
Appleton - Oshkosh - Neenah	237,968	136
Lakeland - Winter Haven	235,692	137
York	234,820	138
Green Bay	233,975	139
Santa Rosa - Petaluma	232,015	140
South Bend - Mishawaka	229,045	141
Rockford	226,021	142
Montgomery	223,064	143
Macon - Warner Robins	222,722	144
Daytona Beach	220,878	145
Duluth	217,175	146
Modesto	217,055	147
Fayetteville, N.C.	216,140	148
Atlantic City	215,750	149
Sarasota	214,567	150
Total Top 150	**125,755,542**	
Fort Myers - Cape Coral	209,321	151
Roanoke	208,291	152
Tallahassee	206,826	153
Eugene - Springfield	205,214	154
Orange County, N.Y.	203,247	155
Aurora - Elgin	200,928	156
Lubbock	200,856	157
Salem, Ore.	199,206	158
Salinas - Seaside - Monterey	197,958	159
Vallejo - Fairfield - Napa	197,873	160
Portsmouth - Dover - Rochester	196,781	161
Cedar Rapids	196,298	162
Charleston, W.Va.	196,010	163
Savannah	194,666	164
Wheeling	194,284	165
Odessa	188,758	166
Killeen - Temple	186,689	167
Visalia - Tulare - Porterville	184,732	168
Lorain - Elyria	183,423	169
Erie	180,758	170
Biloxi - Gulfport	174,912	171
Longview - Marshall	173,175	172
Midland, Tex.	171,428	173
Lima	170,774	174
Huntsville	170,474	175
Springfield, Ill.	169,705	176
Brownsville - Harlingen	167,970	177
Lincoln	167,188	178
Columbus, Ga.	166,704	179
Laredo	166,146	180
Joliet	163,350	181
Utica - Rome	162,818	182
Binghamton	161,301	183
Waco	160,716	184
Amarillo	158,810	185
Mansfield	158,766	186
Boulder - Longmont	158,040	187
Asheville	156,273	188
Vancouver	155,703	189
Jackson, Mich.	154,860	190
Beaver County, Pa.	153,741	191
Wichita Falls	153,383	192
Poughkeepsie	151,753	193
Tyler	151,347	194
Champaign - Urbana - Rantoul	151,243	195
Lynchburg	148,957	196
Abilene	148,108	197
Muskegon	146,291	198
Gainesville	145,129	199
Topeka	145,104	200
Total Top 200	**134,471,830**	
Parkersburg - Marietta	144,344	201
Billings	143,222	202
Jackson, Tenn.	142,594	203
Benton Harbor	139,042	204
Terre Haute	138,604	205
Hamilton - Middletown	138,479	206
Janesville - Beloit	138,166	207
Wilmington, N.C.	138,078	208
New London - Norwich	137,852	209
Fargo - Moorhead	135,195	210
Houma - Thibodaux	134,850	211
Rochester, Minn.	134,463	212
Jersey City	133,299	213
Athens	132,381	214
Fayetteville - Springdale	131,821	215
Battle Creek	131,616	216
Fort Collins - Loveland	130,707	217
Fort Smith	130,600	218
Sioux Falls	129,818	219
Ocala	129,340	220
Niagara Falls	128,551	221
Medford	127,925	222
Joplin	127,665	223
Bryan - College Station	126,891	224
Johnstown	126,654	225
St. Cloud	123,711	226
Decatur	122,972	227
Fort Walton Beach	122,903	228
Bradenton	122,825	229
Charlottesville	121,644	230
Monroe	120,937	231
Olympia	119,452	232
Provo - Orem	119,075	233
Galveston - Texas City	118,653	234
Lake Charles	118,326	235
Waterloo - Cedar Falls	117,240	236
Racine	116,099	237
Lafayette - West Lafayette	114,760	238
Bangor	113,901	239
Fort Pierce	112,310	240
Bloomington - Normal	112,004	241
Clarksville - Hopkinsville	110,711	242
Hickory	110,358	243
Lawton	110,332	244
Sioux City	109,854	245
Texarkana	109,582	246
Richland - Kennewick - Pasco	109,021	247
Grand Forks	108,753	248
Albany, Ga.	108,037	249
Eau Claire	107,898	250
Total Top 250	**140,705,348**	
Dothan	107,037	251
Alexandria, La.	106,951	252
Altoona	106,932	253
Florence, Ala.	106,246	254
Pittsfield	106,046	255
Pueblo	105,938	256
Pascagoula	104,845	257
Yakima	103,672	258
Muncie	103,526	259
Burlington, Vt.	103,318	260
Tuscaloosa	103,086	261
San Angelo	102,632	262
Chico	100,777	263
La Crosse	100,653	264
Elmira	99,581	265
Yuba City	99,151	266
Cumberland	98,776	267
St. Joseph	98,492	268
Brazoria	98,397	269
Bismarck	97,489	270
Rapid City	97,214	271
Anderson, Ind.	95,404	272
Panama City	93,538	273
Santa Cruz	92,747	274
Dubuque	92,193	275
Owensboro	89,712	276
Wausau	89,688	277
Elkhart - Goshen	89,019	278
Florence, S.C.	88,812	279
Merced	88,812	279
Steubenville - Weirton	88,689	281
Boise	87,988	282
Jacksonville, N.C.	87,818	283
Kokomo	85,371	284
Sharon	83,823	285
Anderson, S.C.	81,945	286
Williamsport	81,809	287
Naples	81,717	288
Vineland - Millville - Bridgeton	80,723	289
Hagerstown	79,238	290
Burlington, N.C.	79,093	291
Redding	78,740	292
Kenosha	78,391	293
Las Cruces	78,270	294
Victoria	77,850	295
Columbia, Mo.	77,351	296
Bloomington, Ind.	75,404	297
Sherman - Denison	75,175	298
Sheboygan	74,542	299
Bellingham	73,720	300
Lewiston - Auburn	73,671	301
Cheyenne	72,127	302
Greeley	72,060	303
Glens Falls	70,290	304
Great Falls	69,934	305
Bremerton	66,877	306
Pine Bluff	63,686	307
Anniston	61,460	308
Santa Fe	60,199	309
Iowa City	59,837	310
Gadsden	59,214	311
State College	58,978	312
Casper	58,518	313
Kankakee	55,311	314
Danville, Va.	41,397	315
Enid	39,991	316
Lawrence, Kans.	28,576	317
Total Above Areas	**146,295,812**	
Percent of U.S.	**85.5487**	
U.S. Total	**171,008,712**	

S&MM METRO MARKET RANKING

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,582,459	1
New York	3,427,497	2
Chicago	2,203,522	3
Washington	1,789,270	4
Philadelphia	1,615,370	5
Detroit	1,497,460	6
Nassau - Suffolk	1,429,882	7
Boston - Lawrence - Salem - Lowell - Brockton	1,357,675	8
Houston	1,147,311	9
Atlanta	945,315	10
Dallas	936,590	11
Anaheim - Santa Ana	872,945	12
San Francisco	861,130	13
San Diego	851,585	14
Newark	801,449	15
Denver	791,147	16
Minneapolis - St. Paul	781,824	17
Bergen - Passaic	777,687	18
Phoenix	766,600	19
Oakland	759,940	20
Tampa - St. Petersburg - Clearwater	753,271	21
Miami - Hialeah	739,633	22
St. Louis	723,790	23
San Jose	707,024	24
Baltimore	706,840	25
Cleveland	682,389	26
Fort Lauderdale - Hollywood - Pompano Beach	626,783	27
Seattle	623,824	28
Pittsburgh	601,040	29
Middlesex - Somerset - Hunterdon	560,420	30
Riverside - San Bernardino	547,631	31
Norfolk - Virginia Beach - Newport News	510,745	32
Sacramento	495,121	33
New Orleans	490,836	34
Columbus, Ohio	480,763	35
Kansas City	451,563	36
Oklahoma City	446,840	37
West Palm Beach - Boca Raton - Delray Beach	442,766	38
Cincinnati	436,229	39
Hartford - New Britain - Middletown - Bristol	414,340	40
Milwaukee	397,927	41
San Antonio	397,741	42
Bridgeport - Stamford - Norwalk - Danbury	391,180	43
Indianapolis	390,792	44
Memphis	388,710	45
Portland, Ore.	386,319	46
Charlotte - Gastonia - Rock Hill	382,247	47
Greensboro - Winston-Salem - High Point	368,860	48
Fort Worth - Arlington	363,736	49
Salt Lake City - Ogden	359,497	50
Total Top 50	**42,465,515**	
Orlando	318,342	51
Rochester, N.Y.	313,912	52
Nashville	307,530	53
Monmouth - Ocean	303,854	54
Dayton - Springfield	298,370	55
Omaha	295,731	56
Louisville	295,057	57
Austin	283,797	58
Birmingham	277,782	59
Grand Rapids	276,888	60
Albany - Schenectady - Troy	276,051	61
Madison	271,735	62
Tulsa	266,078	63
Raleigh - Durham	263,352	64
New Haven - Waterbury - Meriden	260,945	65
Buffalo	260,833	66
Richmond - Petersburg	244,023	67
Knoxville	243,515	68
Las Vegas	243,274	69
Jacksonville, Fla.	236,338	70
Providence - Pawtucket - Woonsocket	229,582	71
Toledo	229,242	72
Tucson	216,277	73
Greenville - Spartanburg	207,260	74
Baton Rouge	201,023	75
Wilmington, Del.	196,627	76
Albuquerque	193,817	77
Syracuse	191,867	78
Harrisburg - Lebanon - Carlisle	188,557	79
Santa Barbara - Santa Maria - Lompoc	175,050	80
Fresno	172,770	81
Allentown - Bethlehem	171,473	82
Sarasota	168,283	83
Scranton - Wilkes-Barre	165,922	84
Springfield, Mass.	165,075	85
Gary - Hammond	163,207	86
Jersey City	158,274	87
Lansing - East Lansing	156,470	88
Little Rock - North Little Rock	154,922	89
Oxnard - Ventura	153,860	90
Chattanooga	152,880	91
Saginaw - Bay City - Midland	152,482	92
Charleston, S.C.	152,455	93
Worcester - Fitchburg - Leominster	152,421	94
Lancaster	150,169	95
Honolulu	148,813	96
Manchester - Nashua	148,367	97
Wichita	147,767	98
Fort Myers - Cape Coral	146,421	99
El Paso	145,520	100
Total Top 100	**53,159,775**	
Lake County, Ill.	144,909	101
Des Moines	142,623	102
Akron	140,513	103
Mobile	139,172	104
Bakersfield	138,529	105
Flint	137,203	106
Youngstown - Warren	136,315	107
Anchorage	135,970	108
New Bedford - Fall River - Attleboro	133,085	109
Fayetteville, N.C.	129,307	110
Fort Wayne	128,379	111
Trenton	127,858	112
South Bend - Mishawaka	127,094	113
Corpus Christi	125,407	114
Tacoma	125,394	115
Columbia, S.C.	125,364	116
Shreveport	124,129	117
Colorado Springs	123,100	118
Santa Rosa - Petaluma	121,259	119
Portsmouth - Dover - Rochester	120,720	120
Ann Arbor	119,726	121
Lexington-Fayette	118,770	122
Kalamazoo	118,081	123
Stockton	116,671	124
Reading	115,087	125
Daytona Beach	114,719	126
Modesto	113,491	127
Beaumont - Port Arthur	113,370	128
Johnson City - Kingsport - Bristol	110,364	129
Jackson, Miss.	109,615	130
Atlantic City	109,435	131
Augusta	109,366	132
Boulder - Longmont	109,330	133
Spokane	104,150	134
Evansville	102,706	135
Vallejo - Fairfield - Napa	102,362	136
Canton	102,104	137
McAllen - Edinburg - Mission	101,154	138
Melbourne - Titusville - Palm Bay	100,090	139
York	99,945	140
Laredo	99,661	141
Salinas - Seaside - Monterey	99,628	142
Peoria	97,995	143
Naples	96,761	144
Davenport - Rock Island - Moline	94,465	145
Lubbock	93,681	146
Rockford	90,770	147
Pensacola	90,388	148
Odessa	89,321	149
Macon - Warner Robins	88,941	150
Total Top 150	**58,918,262**	
Columbus, Ga.	88,211	151
Savannah	87,963	152
Orange County, N.Y.	86,952	153
Appleton - Oshkosh - Neenah	86,734	154
Fort Pierce	85,921	155
Roanoke	85,293	156
New London - Norwich	82,830	157
Erie	81,602	158
Huntsville	80,776	159
Brownsville - Harlingen	80,310	160
Tallahassee	80,192	161
Eugene - Springfield	79,879	162
Reno	79,601	163
Huntington - Ashland	79,026	164
Lafayette, La.	78,463	165
Springfield, Mo.	78,209	166
Visalia - Tulare - Porterville	76,478	167
Utica - Rome	76,294	168
Longview - Marshall	72,551	169
Lakeland - Winter Haven	72,402	170
Amarillo	72,038	171
Binghamton	70,614	172
Midland, Tex.	69,831	173
Bradenton	68,735	174
Portland, Me.	68,600	175
Aurora - Elgin	68,472	176
Fort Walton Beach	67,153	177
Montgomery	66,827	178
Green Bay	65,249	179
Springfield, Ill.	64,336	180
Ocala	64,208	181
Asheville	64,007	182
Santa Cruz	63,798	183
Poughkeepsie	63,765	184
Charleston, W.Va.	62,623	185
Hickory	61,937	186
Billings	60,956	187
Killeen - Temple	59,404	188
Boise	58,852	189
Duluth	58,500	190
Salem, Ore.	57,180	191
Wichita Falls	56,156	192
Charlottesville	55,842	193
Fort Collins - Loveland	55,158	194
Lake Charles	54,995	195
Gainesville	53,811	196
Lincoln	53,684	197
Wilmington, N.C.	53,598	198
Lorain - Elyria	52,849	199
Burlington, Vt.	52,350	200
Total Top 200	**62,383,477**	
Johnstown	51,383	201
Abilene	51,217	202
Burlington, N.C.	51,049	203
Wheeling	51,010	204
Houma - Thibodaux	50,129	205
Muncie	49,478	206
Champaign - Urbana - Rantoul	49,402	207
Joliet	49,100	208
Cedar Rapids	48,874	209
Monroe	48,623	210
Provo - Orem	48,143	211
Waco	48,096	212
Fargo - Moorhead	47,143	213
Hamilton - Middletown	46,539	214
Biloxi - Gulfport	46,503	215
Chico	45,950	216
Sioux Falls	44,931	217
Altoona	44,685	218
Decatur	44,679	219
Tyler	44,206	220
San Angelo	43,849	221
Lynchburg	42,694	222
Dothan	41,990	223
Fort Smith	41,521	224
Jacksonville, N.C.	41,255	225
Olympia	40,772	226
Waterloo - Cedar Falls	40,710	227
Topeka	40,570	228
Parkersburg - Marietta	40,444	229
Bloomington - Normal	40,359	230
Anderson, S.C.	40,192	231
Albany, Ga.	39,969	232
Racine	39,915	233
Beaver County, Pa.	39,638	234
La Crosse	39,461	235
Eau Claire	38,467	236
Terre Haute	38,366	237
Panama City	38,235	238
St. Cloud	38,146	239
Galveston - Texas City	38,043	240
Lima	38,024	241
Bremerton	37,606	242
Great Falls	37,428	243
Pueblo	37,186	244
Alexandria, La.	36,243	245
Bellingham	35,248	246
Brazoria	34,987	247
Rochester, Minn.	34,729	248
Cheyenne	34,725	249
Sioux City	34,616	250
Total Top 250	**64,510,005**	
Santa Fe	34,445	251
Niagara Falls	34,192	252
Texarkana	34,092	253
Anderson, Ind.	33,652	254
Muskegon	33,334	255
Jackson, Mich.	33,263	256
Hagerstown	32,942	257
Vancouver	32,602	258
Athens	32,579	259
Tuscaloosa	32,403	260
Medford	32,394	261
Lawton	32,334	262
Florence, S.C.	31,932	263
Rapid City	31,256	264
Casper	31,158	265
Williamsport	31,105	266
State College	31,103	267
Lafayette - West Lafayette	30,854	268
Richland - Kennewick - Pasco	30,802	269
Janesville - Beloit	30,692	270
Pittsfield	30,578	271
Vineland - Millville - Bridgeton	30,454	272
Clarksville - Hopkinsville	30,188	273
Grand Forks	30,070	274
Bangor	30,015	275
Joplin	29,912	276
Yakima	29,736	277
Las Cruces	29,230	278
Owensboro	28,828	279
Steubenville - Weirton	28,747	280
Redding	28,742	281
Florence, Ala.	28,686	282
Yuba City	28,524	283
Sharon	28,520	284
Dubuque	28,510	285
Jackson, Tenn.	28,312	286
Battle Creek	28,002	287
Bryan - College Station	27,993	288
Greeley	27,893	289
Mansfield	27,892	290
Bismarck	27,542	291
Enid	27,129	292
Kokomo	26,658	293
Merced	26,584	294
Victoria	26,375	295
Cumberland	26,369	296
Fayetteville - Springdale	25,729	297
Bloomington, Ind.	25,472	298
Wausau	25,378	299
Elkhart - Goshen	25,244	300
Sherman - Denison	24,779	301
Kankakee	24,374	302
Iowa City	24,231	303
Kenosha	24,000	304
Columbia, Mo.	23,200	305
Benton Harbor	22,909	306
Anniston	22,710	307
Elmira	21,652	308
Gadsden	21,189	309
St. Joseph	21,015	310
Pascagoula	20,557	311
Danville, Va.	20,059	312
Pine Bluff	19,249	313
Glens Falls	18,826	314
Lawrence, Kans.	18,002	315
Sheboygan	17,286	316
Lewiston - Auburn	15,823	317
Total Above Areas	**66,360,312**	
Percent of U.S.	**86.0061**	
U.S. Total	**77,157,654**	

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,834,686	1
Los Angeles - Long Beach	1,796,959	2
New York	1,658,023	3
Detroit	1,454,379	4
Philadelphia	1,124,643	5
Boston - Lawrence - Salem - Lowell - Brockton	961,836	6
Washington	960,383	7
Houston	641,502	8
Cleveland	639,276	9
Nassau - Suffolk	624,446	10
Atlanta	582,168	11
Miami - Hialeah	574,118	12
Oakland	524,170	13
Baltimore	513,235	14
Phoenix	511,499	15
Anaheim - Santa Ana	488,378	16
San Francisco	459,842	17
San Diego	433,949	18
St. Louis	432,437	19
Pittsburgh	427,717	20
Dallas	413,548	21
Minneapolis - St. Paul	411,291	22
Tampa - St. Petersburg - Clearwater	401,771	23
Seattle	397,782	24
San Jose	385,712	25
Newark	384,153	26
Indianapolis	374,164	27
Cincinnati	373,669	28
Sacramento	367,519	29
New Orleans	365,216	30
Riverside - San Bernardino	364,949	31
Bergen - Passaic	329,990	32
Fort Lauderdale - Hollywood - Pompano Beach	326,053	33
Honolulu	314,736	34
Kansas City	314,565	35
Columbus, Ohio	278,028	36
Hartford - New Britain - Middletown - Bristol	276,216	37
Buffalo	273,299	38
Denver	270,533	39
Milwaukee	264,103	40
Memphis	260,171	41
Louisville	256,652	42
Rochester, N.Y.	251,792	43
Providence - Pawtucket - Woonsocket	227,691	44
Charlotte - Gastonia - Rock Hill	220,118	45
West Palm Beach - Boca Raton - Delray Beach	216,455	46
Norfolk [illegible] Beach - Newport News	215,861	47
Richmond [illegible]ersburg	214,153	48
Albany - Schenectady - Troy	202,883	49
Toledo	200,853	50
Total Top 50	**25,797,572**	
Gary - Hammond	198,475	51
Birmingham	193,679	52
Greensboro - Winston-Salem - High Point	193,231	53
Middlesex - Somerset - Hunterdon	193,168	54
Nashville	192,906	55
Fort Worth - Arlington	192,684	56
Jacksonville, Fla.	183,580	57
Monmouth - Ocean	182,629	58
Dayton - Springfield	179,579	59
Scranton - Wilkes-Barre	174,056	60
Raleigh - Durham	172,512	61
Syracuse	169,485	62
Las Vegas	164,479	63
Bridgeport - Stamford - Norwalk - Danbury	160,505	64
Orlando	160,180	65
Oklahoma City	157,313	66
Fresno	156,650	67
Worcester - Fitchburg - Leominster	153,419	68
Knoxville	147,388	69
Akron	147,287	70
Tucson	142,840	71
New Haven - Waterbury - Meriden	139,610	72
Springfield, Mass.	133,531	73
Harrisburg - Lebanon - Carlisle	131,515	74
Salt Lake City - Ogden	124,635	75
Flint	124,599	76
Lake County, Ill.	124,459	77
San Antonio	123,921	78
Allentown - Bethlehem	123,677	79
Oxnard - Ventura	123,279	80
Omaha	122,868	81
Mobile	121,921	82
Melbourne - Titusville - Palm Bay	121,659	83
Greenville - Spartanburg	119,032	84
Wilmington, Del.	114,886	85
Portland, Ore.	114,739	86
Santa Rosa - Petaluma	110,898	87
Vallejo - Fairfield - Napa	110,389	88
Youngstown - Warren	109,736	89
Santa Barbara - Santa Maria - Lompoc	108,730	90
Stockton	106,928	91
Grand Rapids	102,429	92
New Bedford - Fall River - Attleboro	99,985	93
Jersey City	99,082	94
Anchorage	98,918	95
Saginaw - Bay City - Midland	96,207	96
Bakersfield	94,733	97
Modesto	94,445	98
Baton Rouge	94,352	99
Johnson City - Kingsport - Bristol	92,679	100
Total Top 100	**32,697,459**	
Daytona Beach	92,615	101
Utica - Rome	92,283	102
Aurora - Elgin	90,781	103
Tulsa	90,203	104
Austin	90,192	105
Jackson, Miss.	89,781	106
Fort Wayne	89,532	107
Albuquerque	87,758	108
Sarasota	85,944	109
Joliet	84,875	110
Davenport - Rock Island - Moline	84,585	111
Tacoma	84,546	112
Canton	81,859	113
Fort Myers - Cape Coral	81,450	114
Atlantic City	80,423	115
Trenton	78,044	116
Augusta	78,038	117
Salinas - Seaside - Monterey	76,573	118
Beaumont - Port Arthur	76,094	119
Columbia, S.C.	74,306	120
Lancaster	73,891	121
Chattanooga	73,402	122
Little Rock - North Little Rock	72,795	123
Lexington-Fayette	72,324	124
Binghamton	71,608	125
South Bend - Mishawaka	71,443	126
Charleston, S.C.	70,161	127
Springfield, Ill.	68,987	128
Montgomery	68,466	129
Visalia - Tulare - Porterville	67,365	130
Lansing - East Lansing	66,504	131
Huntington - Ashland	66,172	132
Wichita	65,994	133
Spokane	65,952	134
Shreveport	64,786	135
Des Moines	64,551	136
Ann Arbor	63,934	137
Portsmouth - Dover - Rochester	63,831	138
Manchester - Nashua	62,715	139
Portland, Me.	62,295	140
Charleston, W.Va.	61,814	141
Peoria	61,563	142
Reno	60,993	143
Lakeland - Winter Haven	60,751	144
Lorain - Elyria	60,238	145
Evansville	59,501	146
Roanoke	58,601	147
Macon - Warner Robins	57,802	148
Reading	56,264	149
Madison	56,255	150
Total Top 150	**36,338,299**	
Hickory	55,980	151
Chico	55,035	152
Boise	54,916	153
Asheville	54,823	154
York	54,565	155
Erie	54,311	156
Redding	52,264	157
Orange County, N.Y.	51,906	158
Poughkeepsie	50,812	159
El Paso	50,618	160
Santa Cruz	50,578	161
Niagara Falls	50,466	162
Hamilton - Middletown	50,154	163
Savannah	48,592	164
Rockford	47,170	165
Pensacola	46,895	166
Biloxi - Gulfport	46,707	167
Fort Pierce	45,383	168
Duluth	45,376	169
Bradenton	44,912	170
Lake Charles	44,744	171
Topeka	44,324	172
Lincoln	43,679	173
Parkersburg - Marietta	43,563	174
Muncie	43,489	175
Kalamazoo	42,495	176
Corpus Christi	42,050	177
Sioux Falls	41,244	178
Ocala	41,205	179
Bremerton	40,678	180
New London - Norwich	40,642	181
Richland - Kennewick - Pasco	38,627	182
Champaign - Urbana - Rantoul	38,421	183
Columbus, Ga.	38,279	184
Naples	38,270	185
Merced	38,082	186
Houma - Thibodaux	38,062	187
Anderson, Ind.	37,941	188
Galveston - Texas City	37,313	189
Wheeling	37,125	190
Springfield, Mo.	37,050	191
Lafayette, La.	37,049	192
Beaver County, Pa.	36,824	193
McAllen - Edinburg - Mission	36,676	194
Colorado Springs	36,618	195
Johnstown	36,418	196
Huntsville	36,407	197
Santa Fe	35,734	198
Boulder - Longmont	35,164	199
Battle Creek	35,020	200
Total Top 200	**38,522,955**	
Eugene - Springfield	34,458	201
Athens	34,411	202
Pittsfield	34,349	203
Appleton - Oshkosh - Neenah	34,023	204
Cedar Rapids	34,004	205
Elkhart - Goshen	33,829	206
Kokomo	33,653	207
Billings	33,614	208
Lynchburg	33,475	209
Fayetteville, N.C.	33,292	210
Longview - Marshall	32,799	211
Lima	32,751	212
Bloomington - Normal	32,640	213
Steubenville - Weirton	32,294	214
Jackson, Mich.	32,272	215
Decatur	31,668	216
Monroe	31,647	217
Glens Falls	31,637	218
Terre Haute	31,193	219
Waterloo - Cedar Falls	31,156	220
Vancouver	31,080	221
Abilene	31,040	222
Salem, Ore.	30,989	223
Tallahassee	30,872	224
Lafayette - West Lafayette	30,835	225
Altoona	30,807	226
Benton Harbor	30,797	227
Burlington, N.C.	30,053	228
Racine	29,300	229
Anderson, S.C.	29,157	230
Tyler	29,101	231
Yakima	28,925	232
Provo - Orem	28,702	233
Bangor	28,500	234
Vineland - Millville - Bridgeton	28,439	235
Muskegon	28,395	236
Clarksville - Hopkinsville	28,295	237
Wilmington, N.C.	27,894	238
Brownsville - Harlingen	27,846	239
Gainesville	27,721	240
Charlottesville	27,639	241
Hagerstown	27,282	242
Owensboro	27,150	243
Olympia	26,695	244
Alexandria, La.	26,665	245
Rochester, Minn.	26,145	246
Janesville - Beloit	25,831	247
Mansfield	25,489	248
Brazoria	25,442	249
Cumberland	25,262	250
Total Top 250	**40,034,468**	
Fort Walton Beach	25,094	251
Burlington, Vt.	24,987	252
Tuscaloosa	24,889	253
Danville, Va.	24,761	254
Texarkana	24,683	255
St. Cloud	24,644	256
Florence, S.C.	23,969	257
Dothan	23,935	258
Lubbock	23,907	259
Panama City	23,783	260
Killeen - Temple	23,581	261
Casper	23,411	262
Elmira	23,398	263
Fort Smith	22,839	264
Great Falls	22,831	265
Kankakee	22,658	266
Amarillo	22,446	267
Waco	22,401	268
Wichita Falls	22,024	269
Cheyenne	21,624	270
Williamsport	21,388	271
Fargo - Moorhead	21,334	272
Bellingham	20,950	273
Jackson, Tenn.	20,885	274
Pascagoula	20,849	275
Yuba City	20,778	276
Kenosha	20,713	277
State College	20,711	278
Sioux City	20,677	279
Midland, Tex.	20,587	280
Anniston	20,385	281
Odessa	20,308	282
Sherman - Denison	19,893	283
Fort Collins - Loveland	19,214	284
Las Cruces	19,133	285
Pueblo	18,722	286
Albany, Ga.	18,693	287
Dubuque	18,473	288
Laredo	18,414	289
Bloomington, Ind.	18,365	290
Florence, Ala.	17,884	291
Green Bay	17,480	292
Enid	17,343	293
Columbia, Mo.	17,080	294
Eau Claire	16,905	295
Joplin	16,896	296
Rapid City	16,814	297
La Crosse	16,657	298
Sharon	16,474	299
Bismarck	16,229	300
San Angelo	16,107	301
Greeley	16,070	302
Lewiston - Auburn	15,894	303
Jacksonville, N.C.	15,498	304
Sheboygan	15,451	305
Gadsden	15,388	306
Medford	15,154	307
St. Joseph	13,164	308
Iowa City	12,976	309
Pine Bluff	12,909	310
Fayetteville - Springdale	12,436	311
Lawton	11,966	312
Bryan - College Station	11,291	313
Victoria	9,696	314
Lawrence, Kans.	8,864	315
Wausau	7,428	316
Grand Forks	6,207	317
Total Above Areas	**41,293,066**	
Percent of U.S.	**80.4718**	
U.S. Total	**51,313,691**	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	4,278,647	1
Los Angeles - Long Beach	3,232,448	2
Chicago	2,946,023	3
Philadelphia	1,940,905	4
Boston - Lawrence - Salem - Lowell - Brockton	1,845,544	5
Detroit	1,649,419	6
Washington	1,467,994	7
Nassau - Suffolk	1,370,626	8
Houston	1,296,731	9
San Francisco	1,080,534	10
Anaheim - Santa Ana	1,017,805	11
Miami - Hialeah	974,903	12
Dallas	972,264	13
Atlanta	861,037	14
Bergen - Passaic	860,937	15
Seattle	841,981	16
San Diego	807,613	17
Newark	791,108	18
St. Louis	723,130	19
Minneapolis - St. Paul	708,785	20
Oakland	693,851	21
Pittsburgh	633,342	22
Cleveland	626,975	23
Baltimore	617,176	24
San Jose	598,047	25
New Orleans	540,499	26
Riverside - San Bernardino	528,757	27
Denver	518,624	28
Middlesex - Somerset - Hunterdon	493,203	29
Oklahoma City	486,633	30
Phoenix	479,131	31
Kansas City	461,428	32
Hartford - New Britain - Middletown - Bristol	444,372	33
Fort Lauderdale - Hollywood - Pompano Beach	443,366	34
Bridgeport - Stamford - Norwalk - Danbury	432,193	35
Honolulu	430,702	36
Fort Worth - Arlington	419,253	37
Portland, Ore.	411,668	38
Norfolk - Virginia Beach - Newport News	407,186	39
Tampa - St. Petersburg - Clearwater	402,131	40
San Antonio	388,092	41
Charlotte - Gastonia - Rock Hill	383,904	42
Indianapolis	383,584	43
Memphis	374,772	44
Birmingham	366,987	45
Sacramento	361,290	46
Cincinnati	357,972	47
West Palm Beach - Boca Raton - Delray Beach	350,896	48
Buffalo	339,506	49
Albany - Schenectady - Troy	324,818	50
Total Top 50	**43,368,792**	
Monmouth - Ocean	323,879	51
Milwaukee	316,743	52
Columbus, Ohio	311,043	53
Providence - Pawtucket - Woonsocket	303,469	54
Greensboro - Winston-Salem - High Point	301,409	55
New Haven - Waterbury - Meriden	294,389	56
Reading	281,228	57
Rochester, N.Y.	279,477	58
Louisville	279,017	59
Tulsa	277,894	60
Salt Lake City - Ogden	268,855	61
Jersey City	263,901	62
Nashville	260,763	63
Austin	250,168	64
Richmond - Petersburg	248,895	65
Orlando	241,486	66
Knoxville	235,901	67
Scranton - Wilkes-Barre	233,176	68
Raleigh - Durham	229,311	69
Syracuse	228,924	70
Grand Rapids	224,259	71
Las Vegas	224,107	72
Little Rock - North Little Rock	223,167	73
Dayton - Springfield	222,223	74
Springfield, Mass.	216,985	75
Jacksonville, Fla.	208,251	76
Worcester - Fitchburg - Leominster	208,099	77
New Bedford - Fall River - Attleboro	194,525	78
Allentown - Bethlehem	190,991	79
Greenville - Spartanburg	190,620	80
Fresno	170,861	81
Gary - Hammond	169,885	82
El Paso	169,244	83
McAllen - Edinburg - Mission	167,366	84
Omaha	167,075	85
Wilmington, Del.	165,625	86
Lake County, Ill.	164,879	87
Beaumont - Port Arthur	164,012	88
Santa Barbara - Santa Maria - Lompoc	163,538	89
Toledo	159,381	90
Oxnard - Ventura	157,709	91
Baton Rouge	157,702	92
Trenton	151,063	93
Harrisburg - Lebanon - Carlisle	150,285	94
Albuquerque	146,899	95
Saginaw - Bay City - Midland	144,058	96
Charleston, S.C.	142,910	97
Chattanooga	134,698	98
Columbia, S.C.	134,502	99
Tucson	134,006	100
Total Top 100	**54,017,645**	
Lansing - East Lansing	133,751	101
Salinas - Seaside - Monterey	130,678	102
Akron	130,409	103
Manchester - Nashua	126,869	104
Atlantic City	124,702	105
Tacoma	124,506	106
Bakersfield	121,646	107
Anchorage	120,968	108
Laredo	119,578	109
Shreveport	118,990	110
Flint	118,435	111
Utica - Rome	117,562	112
Portsmouth - Dover - Rochester	114,295	113
Des Moines	114,214	114
Canton	113,352	115
Youngstown - Warren	113,272	116
Lancaster	111,878	117
Wichita	111,125	118
Spokane	110,569	119
Corpus Christi	109,493	120
Evansville	109,482	121
Stockton	108,751	122
Augusta	107,093	123
Madison	104,725	124
Johnson City - Kingsport - Bristol	104,442	125
Modesto	104,105	126
Fort Wayne	103,540	127
Brownsville - Harlingen	102,870	128
Lexington-Fayette	100,928	129
Jackson, Miss.	99,693	130
Colorado Springs	99,656	131
Portland, Me.	98,583	132
Lafayette, La.	96,566	133
Santa Rosa - Petaluma	94,623	134
Savannah	92,370	135
Orange County, N.Y.	91,899	136
Davenport - Rock Island - Moline	89,851	137
Mobile	88,889	138
Poughkeepsie	88,447	139
Reno	88,091	140
Amarillo	87,466	141
Huntington - Ashland	87,252	142
Peoria	85,943	143
Kalamazoo	85,644	144
Vallejo - Fairfield - Napa	85,113	145
Galveston - Texas City	82,589	146
Sarasota	81,990	147
Montgomery	81,658	148
Ann Arbor	80,608	149
Lubbock	80,464	150
Total Top 150	**59,217,268**	
York	79,347	151
Erie	78,929	152
Binghamton	77,995	153
Rockford	77,423	154
Visalia - Tulare - Porterville	76,781	155
Aurora - Elgin	75,077	156
Joliet	74,842	157
Macon - Warner Robins	72,570	158
Burlington, N.C.	71,059	159
Charleston, W.Va.	70,744	160
Roanoke	70,360	161
Hickory	69,288	162
Huntsville	69,170	163
Appleton - Oshkosh - Neenah	68,820	164
Longview - Marshall	68,423	165
Daytona Beach	67,435	166
Asheville	67,248	167
Boulder - Longmont	66,849	168
Lakeland - Winter Haven	66,327	169
Monroe	65,449	170
Springfield, Mo.	65,433	171
South Bend - Mishawaka	64,825	172
Odessa	64,612	173
Burlington, Vt.	63,670	174
Springfield, Ill.	62,446	175
Salem, Ore.	62,147	176
Fort Myers - Cape Coral	60,893	177
New London - Norwich	60,096	178
Eugene - Springfield	59,817	179
Tyler	59,741	180
Santa Cruz	59,377	181
Charlottesville	59,199	182
Columbus, Ga.	59,019	183
Yakima	58,505	184
Duluth	58,002	185
Niagara Falls	57,095	186
Abilene	55,702	187
Lake Charles	55,674	188
Wilmington, N.C.	55,306	189
Pittsfield	55,254	190
Pensacola	54,913	191
Midland, Tex.	54,848	192
Alexandria, La.	54,737	193
Green Bay	54,568	194
Terre Haute	54,493	195
Naples	53,935	196
Lincoln	53,904	197
Melbourne - Titusville - Palm Bay	53,436	198
Fayetteville, N.C.	52,536	199
Champaign - Urbana - Rantoul	52,375	200
Total Top 200	**62,387,962**	
Waco	52,005	201
Altoona	49,239	202
Bryan - College Station	47,881	203
Houma - Thibodaux	47,500	204
Tallahassee	46,873	205
Gainesville	46,731	206
Sioux Falls	46,510	207
Fort Smith	46,187	208
Santa Fe	45,716	209
Williamsport	45,713	210
Tuscaloosa	45,455	211
Fort Pierce	45,372	212
Billings	45,112	213
Killeen - Temple	44,715	214
Texarkana	44,496	215
Decatur	44,122	216
Cedar Rapids	43,804	217
Fort Collins - Loveland	42,200	218
Boise	42,190	219
Bangor	41,744	220
Vineland - Millville - Bridgeton	41,714	221
Wheeling	41,647	222
Rochester, Minn.	41,615	223
Chico	41,268	224
Johnstown	41,244	225
Biloxi - Gulfport	40,833	226
Waterloo - Cedar Falls	40,827	227
Bradenton	40,555	228
San Angelo	39,802	229
Lorain - Elyria	39,799	230
Bloomington - Normal	39,719	231
Brazoria	39,558	232
Provo - Orem	39,306	233
Fargo - Moorhead	38,975	234
Wichita Falls	38,893	235
Lynchburg	38,335	236
Ocala	38,111	237
Dothan	37,998	238
Danville, Va.	37,564	239
Albany, Ga.	37,366	240
Racine	37,345	241
Anderson, Ind.	36,893	242
Benton Harbor	36,885	243
Topeka	36,800	244
Florence, Ala.	36,797	245
Athens	36,569	246
Florence, S.C.	36,540	247
Kokomo	36,485	248
Jackson, Tenn.	36,259	249
Lima	36,205	250
Total Top 250	**64,463,434**	
Glens Falls	35,597	251
St. Cloud	35,374	252
Janesville - Beloit	35,219	253
Elkhart - Goshen	35,177	254
Eau Claire	35,009	255
Olympia	34,975	256
Joplin	34,801	257
Richland - Kennewick - Pasco	34,240	258
Victoria	34,135	259
Vancouver	33,912	260
Sioux City	33,891	261
Muncie	33,703	262
Parkersburg - Marietta	33,641	263
Lawton	33,595	264
Bloomington, Ind.	33,066	265
Beaver County, Pa.	33,001	266
Anderson, S.C.	32,633	267
Pine Bluff	32,017	268
Enid	32,012	269
Mansfield	31,830	270
Columbia, Mo.	31,726	271
Elmira	31,446	272
La Crosse	31,346	273
Muskegon	30,691	274
Lafayette - West Lafayette	30,615	275
Redding	30,467	276
Medford	29,972	277
Anniston	29,424	278
Pueblo	29,317	279
Panama City	29,057	280
Jackson, Mich.	29,022	281
Casper	29,018	282
Las Cruces	28,961	283
Cheyenne	28,121	284
Fort Walton Beach	28,087	285
Sharon	28,038	286
Bremerton	27,885	287
Hagerstown	27,827	288
Bellingham	27,409	289
Rapid City	26,669	290
State College	26,559	291
Pascagoula	26,551	292
Sherman - Denison	26,059	293
Owensboro	25,799	294
Fayetteville - Springdale	25,630	295
Bismarck	25,603	296
Hamilton - Middletown	25,509	297
Dubuque	25,376	298
Battle Creek	25,082	299
Steubenville - Weirton	24,118	300
Kankakee	23,622	301
Wausau	23,384	302
Cumberland	23,365	303
Yuba City	23,304	304
Lewiston - Auburn	23,267	305
Clarksville - Hopkinsville	22,886	306
Great Falls	22,860	307
Merced	22,811	308
St. Joseph	22,699	309
Gadsden	22,674	310
Grand Forks	21,552	311
Kenosha	21,216	312
Greeley	20,947	313
Iowa City	20,201	314
Lawrence, Kans.	16,088	315
Jacksonville, N.C.	13,513	316
Sheboygan	13,257	317
Total Above Areas	**66,340,292**	
Percent of U.S.	**85.9194**	
U.S. Total	**77,212,204**	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,308,725	1
Chicago	1,924,994	2
Detroit	1,905,294	3
Boston - Lawrence - Salem - Lowell - Brockton	1,870,087	4
Philadelphia	1,655,887	5
Washington	1,630,846	6
New York	1,327,962	7
Houston	1,311,090	8
Atlanta	1,277,146	9
Minneapolis - St. Paul	1,202,861	10
St. Louis	1,183,232	11
Dallas	1,130,198	12
Nassau - Suffolk	943,694	13
Anaheim - Santa Ana	892,253	14
Phoenix	867,379	15
Baltimore	866,678	16
Cleveland	862,012	17
San Diego	809,678	18
Denver	783,011	19
Miami - Hialeah	748,146	20
Riverside - San Bernardino	742,265	21
Oakland	727,075	22
Pittsburgh	721,265	23
Tampa - St. Petersburg - Clearwater	704,349	24
Indianapolis	704,005	25
Kansas City	702,761	26
Newark	692,528	27
Seattle	652,712	28
Bergen - Passaic	645,291	29
San Francisco	643,211	30
Cincinnati	640,001	31
Columbus, Ohio	610,611	32
Hartford - New Britain - Middletown - Bristol	582,299	33
San Jose	563,229	34
Memphis	551,374	35
New Orleans	533,357	36
Sacramento	518,987	37
Milwaukee	509,025	38
Middlesex - Somerset - Hunterdon	487,155	39
Fort Lauderdale - Hollywood - Pompano Beach	485,458	40
Portland, Ore.	478,397	41
Fort Worth - Arlington	474,423	42
Nashville	467,845	43
San Antonio	463,950	44
Louisville	452,593	45
Bridgeport - Stamford - Norwalk - Danbury	440,569	46
Norfolk - Virginia Beach - Newport News	418,850	47
Dayton - Springfield	415,845	48
Monmouth - Ocean	399,533	49
Salt Lake City - Ogden	387,238	50
Total Top 50	**43,317,374**	
Charlotte - Gastonia - Rock Hill	381,037	51
Providence - Pawtucket - Woonsocket	377,855	52
Richmond - Petersburg	377,516	53
Toledo	375,185	54
Orlando	375,139	55
Jacksonville, Fla.	357,469	56
Greensboro - Winston-Salem - High Point	344,543	57
New Haven - Waterbury - Meriden	337,035	58
Knoxville	333,862	59
Gary - Hammond	333,740	60
Rochester, N.Y.	321,406	61
Oklahoma City	319,863	62
Las Vegas	313,540	63
Albany - Schenectady - Troy	307,556	64
West Palm Beach - Boca Raton - Delray Beach	304,153	65
Harrisburg - Lebanon - Carlisle	302,208	66
Omaha	298,165	67
Springfield, Mass.	290,331	68
Akron	289,691	69
Buffalo	288,725	70
Worcester - Fitchburg - Leominster	288,205	71
Allentown - Bethlehem	265,037	72
Birmingham	257,332	73
Honolulu	256,693	74
Wilmington, Del.	254,115	75
Grand Rapids	253,014	76
Greenville - Spartanburg	247,122	77
Tulsa	233,508	78
Youngstown - Warren	233,402	79
Scranton - Wilkes-Barre	232,156	80
Bakersfield	229,280	81
Austin	228,003	82
Raleigh - Durham	219,117	83
Little Rock - North Little Rock	213,789	84
Chattanooga	212,257	85
Tucson	210,187	86
Columbia, S.C.	207,315	87
Saginaw - Bay City - Midland	201,919	88
New Bedford - Fall River - Attleboro	199,970	89
Oxnard - Ventura	196,847	90
Baton Rouge	193,335	91
Flint	193,256	92
Fresno	189,118	93
Santa Barbara - Santa Maria - Lompoc	187,298	94
Tacoma	182,340	95
Jersey City	181,867	96
Lansing - East Lansing	181,271	97
Lake County, Ill.	180,833	98
Joliet	177,113	99
Syracuse	175,938	100
Total Top 100	**56,428,030**	
Jackson, Miss.	173,330	101
Canton	171,357	102
Des Moines	170,134	103
Albuquerque	170,032	104
Lexington-Fayette	167,640	105
Wichita	164,180	106
Corpus Christi	163,825	107
Mobile	163,044	108
Davenport - Rock Island - Moline	162,566	109
Fort Wayne	162,237	110
Beaumont - Port Arthur	161,856	111
Manchester - Nashua	153,519	112
Madison	150,847	113
Reno	149,832	114
Charleston, S.C.	147,828	115
Santa Rosa - Petaluma	147,563	116
Shreveport	146,357	117
Vallejo - Fairfield - Napa	146,347	118
Stockton	143,723	119
Huntington - Ashland	142,736	120
Trenton	142,265	121
Portsmouth - Dover - Rochester	138,481	122
Augusta	135,602	123
Atlantic City	134,114	124
Charleston, W.Va.	133,511	125
Ann Arbor	130,228	126
Colorado Springs	129,830	127
Erie	129,768	128
Peoria	128,006	129
Aurora - Elgin	127,174	130
New London - Norwich	126,785	131
Salinas - Seaside - Monterey	125,149	132
Rockford	122,927	133
Lakeland - Winter Haven	122,781	134
Melbourne - Titusville - Palm Bay	122,366	135
Evansville	120,257	136
Daytona Beach	116,797	137
Duluth	116,489	138
El Paso	116,361	139
Lorain - Elyria	113,861	140
Johnson City - Kingsport - Bristol	113,608	141
York	112,863	142
Spokane	111,425	143
Orange County, N.Y.	110,388	144
Reading	108,980	145
Pensacola	107,343	146
Montgomery	106,854	147
Portland, Me.	106,248	148
Anchorage	104,565	149
Appleton - Oshkosh - Neenah	103,893	150
Total Top 150	**63,205,902**	
Roanoke	103,827	151
Modesto	101,177	152
Ocala	100,797	153
Lancaster	100,138	154
Macon - Warner Robins	100,072	155
Lima	100,042	156
Boulder - Longmont	99,345	157
South Bend - Mishawaka	99,279	158
Kalamazoo	99,245	159
Benton Harbor	95,940	160
Binghamton	95,743	161
Sarasota	94,854	162
Utica - Rome	94,374	163
Hamilton - Middletown	93,318	164
Lafayette, La.	91,577	165
Eugene - Springfield	90,730	166
Fort Myers - Cape Coral	90,188	167
Visalia - Tulare - Porterville	90,177	168
Muncie	89,277	169
Fargo - Moorhead	88,368	170
Columbus, Ga.	86,563	171
Savannah	85,502	172
Asheville	82,656	173
Wheeling	81,422	174
Poughkeepsie	80,854	175
Salem, Ore.	79,543	176
Galveston - Texas City	78,934	177
Pittsfield	77,746	178
Midland, Tex.	76,901	179
Parkersburg - Marietta	75,863	180
Fayetteville, N.C.	75,543	181
Terre Haute	74,802	182
Redding	74,644	183
Green Bay	73,868	184
Springfield, Ill.	73,183	185
Fort Pierce	72,911	186
Tallahassee	72,677	187
Provo - Orem	72,320	188
Merced	71,520	189
Battle Creek	70,929	190
Champaign - Urbana - Rantoul	70,595	191
St. Cloud	70,555	192
Mansfield	69,839	193
Gainesville	69,284	194
Santa Cruz	68,310	195
Boise	68,127	196
Springfield, Mo.	67,945	197
Bangor	66,406	198
Janesville - Beloit	64,285	199
Burlington, N.C.	63,976	200
Total Top 200	**67,342,073**	
Anderson, Ind.	63,783	201
Lincoln	63,747	202
Johnstown	63,662	203
Fort Collins - Loveland	63,495	204
Sioux Falls	63,384	205
Bloomington - Normal	63,131	206
Fort Smith	62,993	207
Bradenton	62,984	208
Steubenville - Weirton	61,274	209
Kokomo	61,099	210
Biloxi - Gulfport	60,031	211
Las Cruces	59,553	212
Abilene	59,504	213
Amarillo	59,441	214
Muskegon	58,004	215
Jackson, Mich.	57,009	216
Kenosha	56,975	217
Racine	56,861	218
Richland - Kennewick - Pasco	56,844	219
Topeka	56,487	220
Lynchburg	56,404	221
Elkhart - Goshen	56,370	222
Beaver County, Pa.	56,358	223
Tyler	56,316	224
Joplin	56,256	225
Lake Charles	56,082	226
Huntsville	56,067	227
Rochester, Minn.	55,478	228
Cedar Rapids	55,159	229
Waco	54,945	230
Longview - Marshall	54,672	231
Eau Claire	54,030	232
Houma - Thibodaux	53,170	233
Yakima	52,524	234
Naples	52,077	235
Waterloo - Cedar Falls	51,981	236
Texarkana	51,929	237
Florence, S.C.	51,421	238
Lafayette - West Lafayette	50,961	239
Fort Walton Beach	50,360	240
Decatur	50,336	241
Vineland - Millville - Bridgeton	50,235	242
Billings	49,820	243
Sioux City	49,460	244
Cheyenne	48,643	245
Killeen - Temple	48,585	246
Medford	47,906	247
Charlottesville	47,746	248
Anderson, S.C.	47,227	249
McAllen - Edinburg - Mission	47,032	250
Total Top 250	**70,121,884**	
Dothan	45,487	251
Tuscaloosa	45,451	252
Olympia	45,445	253
Bismarck	45,337	254
Hickory	44,830	255
Lubbock	43,403	256
Wichita Falls	43,089	257
Bryan - College Station	42,558	258
Lewiston - Auburn	41,973	259
Glens Falls	41,961	260
Burlington, Vt.	41,625	261
Greeley	41,068	262
Odessa	41,038	263
Hagerstown	40,733	264
Niagara Falls	40,640	265
Pueblo	40,319	266
Brownsville - Harlingen	39,928	267
Panama City	39,903	268
Alexandria, La.	39,870	269
Bremerton	39,722	270
Victoria	39,479	271
Rapid City	39,435	272
Brazoria	39,290	273
Altoona	39,016	274
Vancouver	38,946	275
Florence, Ala.	38,602	276
Cumberland	38,563	277
Chico	38,413	278
Athens	37,816	279
Wausau	37,632	280
Jackson, Tenn.	36,750	281
Bloomington, Ind.	36,362	282
Clarksville - Hopkinsville	36,181	283
Bellingham	35,726	284
Wilmington, N.C.	34,878	285
Sharon	34,417	286
Santa Fe	34,375	287
La Crosse	34,319	288
State College	32,796	289
St. Joseph	32,719	290
Pascagoula	32,696	291
Columbia, Mo.	32,508	292
Elmira	31,241	293
Owensboro	30,792	294
Fayetteville - Springdale	30,255	295
Casper	30,117	296
Iowa City	29,239	297
Dubuque	27,923	298
Sheboygan	27,868	299
Albany, Ga.	27,788	300
Grand Forks	27,714	301
Yuba City	27,574	302
Laredo	26,993	303
Great Falls	26,183	304
Sherman - Denison	26,048	305
Monroe	25,840	306
Lawrence, Kans.	24,683	307
Anniston	24,597	308
Kankakee	23,874	309
Danville, Va.	23,421	310
Williamsport	23,240	311
Enid	21,921	312
Pine Bluff	21,685	313
San Angelo	20,978	314
Jacksonville, N.C.	18,168	315
Gadsden	17,612	316
Lawton	14,072	317
Total Above Areas	**72,397,009**	
Percent of U.S.	**78.7877**	
U.S. Total	**91,888,761**	

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	2,140,038	1
New York	1,611,540	2
Philadelphia	1,576,510	3
Houston	1,490,805	4
Boston - Lawrence - Salem - Lowell - Brockton	1,475,154	5
Chicago	1,417,029	6
Detroit	1,324,808	7
Atlanta	1,250,700	8
Nassau - Suffolk	1,211,136	9
Dallas	1,007,690	10
Washington	955,556	11
St. Louis	853,700	12
Anaheim - Santa Ana	810,379	13
Minneapolis - St. Paul	778,662	14
Riverside - San Bernardino	757,044	15
Denver	749,143	16
Oklahoma City	665,877	17
Phoenix	664,759	18
San Diego	656,569	19
Tampa - St. Petersburg - Clearwater	648,337	20
Baltimore	645,091	21
Oakland	642,579	22
San Francisco	623,099	23
Pittsburgh	611,277	24
Fort Worth - Arlington	581,223	25
Newark	575,103	26
Seattle	574,634	27
Miami - Hialeah	547,633	28
San Antonio	516,680	29
Sacramento	513,889	30
Kansas City	511,407	31
Bergen - Passaic	508,323	32
Austin	497,926	33
San Jose	474,051	34
Cleveland	455,168	35
New Orleans	453,400	36
Charlotte - Gastonia - Rock Hill	449,691	37
Hartford - New Britain - Middletown - Bristol	419,164	38
Orlando	417,120	39
Cincinnati	410,040	40
Indianapolis	403,880	41
Norfolk - Virginia Beach - Newport News	385,382	42
Bridgeport - Stamford - Norwalk - Danbury	383,440	43
Columbus, Ohio	362,128	44
Monmouth - Ocean	346,059	45
Middlesex - Somerset - Hunterdon	343,870	46
Anchorage	332,743	47
Salt Lake City - Ogden	331,132	48
Fort Lauderdale - Hollywood - Pompano Beach	325,361	49
Tulsa	319,078	50
Total Top 50	**36,006,007**	
Greensboro - Winston-Salem - High Point	317,735	51
Milwaukee	313,072	52
Rochester, N.Y.	302,947	53
Baton Rouge	289,252	54
West Palm Beach - Boca Raton - Delray Beach	284,555	55
New Haven - Waterbury - Meriden	279,550	56
Portland, Ore.	278,593	57
Albany - Schenectady - Troy	272,284	58
Jacksonville, Fla.	265,630	59
Providence - Pawtucket - Woonsocket	261,158	60
Omaha	257,867	61
Raleigh - Durham	253,657	62
Nashville	250,445	63
Greenville - Spartanburg	249,838	64
Louisville	246,946	65
Grand Rapids	241,802	66
Knoxville	240,382	67
Memphis	238,323	68
Akron	238,162	69
Richmond - Petersburg	235,838	70
Springfield, Mass.	235,320	71
Little Rock - North Little Rock	231,923	72
Scranton - Wilkes-Barre	230,905	73
Harrisburg - Lebanon - Carlisle	229,327	74
Las Vegas	224,030	75
Dayton - Springfield	223,311	76
Tacoma	217,099	77
Wichita	214,155	78
Buffalo	211,319	79
Syracuse	208,718	80
Birmingham	204,436	81
Portsmouth - Dover - Rochester	196,427	82
Allentown - Bethlehem	194,784	83
Lancaster	185,637	84
Worcester - Fitchburg - Leominster	184,911	85
Albuquerque	184,589	86
Santa Rosa - Petaluma	183,645	87
Lafayette, La.	174,717	88
Oxnard - Ventura	172,979	89
Santa Barbara - Santa Maria - Lompoc	171,663	90
Tucson	169,139	91
Corpus Christi	167,422	92
El Paso	166,929	93
Manchester - Nashua	165,415	94
McAllen - Edinburg - Mission	164,961	95
Beaumont - Port Arthur	164,458	96
Fresno	164,458	96
Shreveport	162,978	98
Wilmington, Del.	162,155	99
Bakersfield	161,430	100
Total Top 100	**47,053,283**	
Columbia, S.C.	160,695	101
Charleston, S.C.	159,218	102
Toledo	158,852	103
Gary - Hammond	157,967	104
Odessa	154,640	105
Colorado Springs	152,370	106
Flint	150,409	107
Sarasota	149,161	108
Lakeland - Winter Haven	149,092	109
Portland, Me.	148,890	110
York	148,695	111
Mobile	146,511	112
Midland, Tex.	145,592	113
Saginaw - Bay City - Midland	143,355	114
Lake Charles	141,032	115
Johnson City - Kingsport - Bristol	140,516	116
Abilene	140,341	117
Amarillo	140,273	118
Fort Pierce	138,782	119
Lubbock	136,945	120
Atlantic City	135,652	121
Daytona Beach	135,576	122
Augusta	134,325	123
Lake County, Ill.	133,007	124
Fort Myers - Cape Coral	132,647	125
Lansing - East Lansing	131,023	126
Canton	130,254	127
Melbourne - Titusville - Palm Bay	129,431	128
Youngstown - Warren	128,900	129
New Bedford - Fall River - Attleboro	127,613	130
Stockton	126,268	131
Ocala	124,594	132
Galveston - Texas City	123,098	133
Vallejo - Fairfield - Napa	121,905	134
Santa Cruz	121,756	135
Jersey City	120,742	136
Aurora - Elgin	119,780	137
Modesto	118,396	138
Evansville	117,436	139
Honolulu	117,048	140
New London - Norwich	116,252	141
Brownsville - Harlingen	115,079	142
Chattanooga	113,680	143
Fort Wayne	113,591	144
Boulder - Longmont	113,495	145
Des Moines	113,149	146
Orange County, N.Y.	111,864	147
Salinas - Seaside - Monterey	108,175	148
Charleston, W.Va.	106,499	149
Pensacola	104,460	150
Total Top 150	**53,662,314**	
Longview - Marshall	104,340	151
Hickory	103,423	152
Reno	102,499	153
Ann Arbor	102,333	154
Duluth	100,648	155
Asheville	99,386	156
Visalia - Tulare - Porterville	97,954	157
Madison	97,339	158
Fort Collins - Loveland	97,331	159
Jackson, Miss.	96,956	160
Huntington - Ashland	96,575	161
Spokane	95,709	162
Waco	93,556	163
Davenport - Rock Island - Moline	93,126	164
Tallahassee	92,679	165
Brazoria	92,099	166
Trenton	90,944	167
Wichita Falls	90,007	168
Rockford	88,230	169
Springfield, Mo.	88,009	170
Poughkeepsie	87,936	171
Fort Smith	87,921	172
Macon - Warner Robins	87,905	173
Burlington, Vt.	87,061	174
Houma - Thibodaux	87,052	175
Appleton - Oshkosh - Neenah	86,350	176
Reading	85,210	177
Joliet	84,698	178
Johnstown	83,951	179
Billings	83,922	180
Peoria	83,745	181
St. Cloud	83,715	182
Utica - Rome	83,619	183
Lexington-Fayette	82,887	184
Bryan - College Station	81,617	185
Gainesville	81,613	186
Kalamazoo	81,508	187
Tyler	80,056	188
Fayetteville, N.C.	77,060	189
Chico	76,989	190
Pittsfield	76,503	191
Laredo	75,880	192
Erie	75,377	193
Savannah	75,235	194
Naples	74,116	195
Killeen - Temple	73,839	196
Binghamton	72,528	197
Redding	72,412	198
Springfield, Ill.	71,832	199
San Angelo	71,731	200
Total Top 200	**57,999,725**	
Eugene - Springfield	71,618	201
Montgomery	71,234	202
Bradenton	70,162	203
Huntsville	68,940	204
Wilmington, N.C.	68,331	205
Salem, Ore.	66,913	206
Lincoln	66,141	207
Monroe	66,049	208
Bangor	65,890	209
Topeka	65,306	210
Roanoke	65,296	211
Fort Walton Beach	64,928	212
Anderson, S.C.	64,581	213
Sherman - Denison	64,253	214
State College	63,680	215
Florence, S.C.	63,667	216
Terre Haute	63,476	217
Texarkana	63,323	218
Eau Claire	62,878	219
Provo - Orem	62,409	220
Santa Fe	61,792	221
Charlottesville	61,194	222
Cedar Rapids	61,000	223
Green Bay	59,479	224
Alexandria, La.	58,505	225
Boise	58,248	226
Biloxi - Gulfport	57,178	227
Parkersburg - Marietta	56,831	228
Victoria	56,663	229
South Bend - Mishawaka	56,376	230
Champaign - Urbana - Rantoul	55,878	231
Fayetteville - Springdale	55,480	232
Fargo - Moorhead	54,596	233
Bremerton	54,577	234
Hagerstown	54,436	235
Muncie	54,158	236
Lynchburg	53,673	237
Athens	53,039	238
Bellingham	52,548	239
Altoona	50,806	240
Yuba City	50,774	241
Lorain– Elyria	50,514	242
Elkhart - Goshen	50,166	243
Glens Falls	49,923	244
Lima	49,171	245
Tuscaloosa	49,152	246
Benton Harbor	48,594	247
Wheeling	48,422	248
Jackson, Tenn.	48,251	249
Olympia	48,074	250
Total Top 250	**60,[illegible]38,298**	
Yakima	47,956	251
Sioux Falls	47,460	252
Hamilton - Middletown	47,000	253
Rochester, Minn.	46,505	254
Jackson, Mich.	46,282	255
Merced	46,102	256
Pine Bluff	45,657	257
Sioux City	45,415	258
Burlington, N.C.	44,992	259
Columbus, Ga.	44,551	260
Lafayette - West Lafayette	44,415	261
Dothan	44,298	262
Racine	43,848	263
Clarksville - Hopkinsville	43,583	264
Bloomington - Normal	43,458	265
Steubenville - Weirton	43,089	266
Wausau	42,739	267
Mansfield	42,653	268
Muskegon	42,610	269
Decatur	42,338	270
Pueblo	42,072	271
Greeley	41,764	272
Joplin	41,515	273
Richland - Kennewick - Pasco	41,308	274
Niagara Falls	41,258	275
Jacksonville, N.C.	41,214	276
Panama City	40,382	277
Casper	39,941	278
Kokomo	39,896	279
Florence, Ala.	39,652	280
Albany, Ga.	39,210	281
Waterloo - Cedar Falls	39,008	282
Vancouver	38,603	283
Beaver County, Pa.	38,441	284
Rapid City	38,359	285
Janesville - Beloit	37,985	286
Williamsport	36,284	287
Owensboro	36,102	288
Lawton	36,057	289
Medford	35,484	290
Battle Creek	35,362	291
La Crosse	35,207	292
Sharon	34,857	293
Vineland - Millville - Bridgeton	33,561	294
Enid	33,318	295
Columbia, Mo.	33,032	296
Anderson, Ind.	32,337	297
Sheboygan	32,124	298
Danville, Va.	31,568	299
Cheyenne	31,126	300
Las Cruces	30,724	301
Bismarck	30,433	302
Lewiston - Auburn	29,196	303
Anniston	28,176	304
Cumberland	27,417	305
Bloomington, Ind.	27,347	306
Iowa City	27,023	307
Kankakee	26,905	308
Elmira	26,315	309
Great Falls	26,129	310
Dubuque	26,000	311
Pascagoula	23,851	312
Gadsden	22,994	313
St. Joseph	22,516	314
Grand Forks	22,200	315
Kenosha	22,183	316
Lawrence, Kans.	21,270	317
Total Above Areas	**63,390,955**	
Percent of U.S.	**75.0470**	
U.S. Total	**84,468,379**	

Alphabetical listing of S&MM metropolitan markets for the 1987 Survey of Buying Power

The 317 Sales and Marketing Management metropolitan markets, along with their component counties, are listed here in alphabetical order, without regard for states or regions. They are shown here for the benefit of the many readers who compile alphabetical lists for their worksheets, or for those needing a quick reference guide that shows a metro's geographic makeup.

These metro area definitions conform to the most recent revisions announced by the Office of Management and Budget (OMB). While OMB has designated individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), the list shown here ignores the formal distinctions and groups the two types together in the interests of simplicity and consistency. S&MM still adheres to OMB's county-based definitions for all metro areas, with the exception of New England. Here, OMB uses cities and towns for defining New England metros, while S&MM uses full counties, since more data for intercensal years are available on that basis, and marketers use these geographical units to design their sales territories. The Definition of Terms, on page C-3, describes the different metropolitan designations used by OMB.

Caution: Readers who make year-to-year comparisons of metro area data should be careful when comparing county composition in this year's *Survey* with that of previous issues. Besides making changes in more than 80 markets, OMB recently created a number of new metros.

The area name appears
in **boldface type,**
component counties
in lightface type.

Abilene, TX — Taylor
Akron, OH — Portage, Summit*
Albany, GA — Dougherty*, Lee
Albany - Schenectady - Troy, NY — Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM — Bernalillo
Alexandria, LA — Rapides
Allentown - Bethlehem, PA —
  New Jersey Portion — Warren
  Pennsylvania Portion — Carbon, Lehigh*, Northampton
Altoona, PA — Blair
Amarillo, TX — Potter*, Randall
Anaheim - Santa Ana, CA — Orange
Anchorage, AK — Anchorage
Anderson, IN — Madison
Anderson, SC — Anderson
Ann Arbor, MI — Washtenaw
Anniston, AL — Calhoun
Appleton - Oshkosh — Neenah, WI — Calumet, Outagamie*, Winnebago*
Asheville, NC — Buncombe
Ashland, KY (See Huntington - Ashland)
Athens, GA — Clarke*, Jackson, Madison, Oconee
Atlanta, GA — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ — Atlantic, Cape May
Attleboro, MA (See New Bedford - Fall River - Attleboro)
Auburn, ME (See Lewiston - Auburn)
Augusta, GA —
  George Portion — Columbia, McDuffie, Richmond*
  South Carolina Portion — Aiken
Aurora - Elgin, IL — Kane*, Kendall
Austin, TX — Hays, Travis*, Williamson*
Bakersfield, CA — Kern
Baltimore, MD — Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME — Penobscot
Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI — Calhoun
Bay City, MI (See Saginaw - Bay City - Midland)
Beaumont - Port Arthur, TX — Hardin, Jefferson*, Orange
Beaver County, PA — Beaver
Bellingham, WA — Whatcom
Beloit, WI (See Janesville - Beloit)
Benton Harbor, MI — Berrien
Bergen - Passaic, NJ - Bergen, Passaic*
Bethlehem, PA (See Allentown - Bethlehem)
Billings, MT — Yellowstone
Biloxi- Gulfport, MS — Hancock, Harrison*
Binghamton, NY — Broome*, Tioga
Birmingham, AL — Blount, Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND — Burleigh*, Morton
Bloomington, IN — Monroe
Bloomington - Normal, IL — McLean
Boca Raton, FL (See West Palm Beach - Boca Raton - Delray Beach)
Boise, ID — Ada
Boston - Lawrence - Salem - Lowell - Brockton, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*
Boulder - Longmont, CO — Boulder
Bradenton, FL — Manatee
Brazoria, TX — Brazoria
Bremerton, WA — Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield
Bridgeton, NJ (See Vineland - Millville - Bridgeton)
Bristol, CT (See Hartford - New Britain - Middletown - Bristol)
Bristol, TN (See Johnson City - Kingsport - Bristol)
Brockton, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Brownsville - Harlingen, TX — Cameron
Bryan - College Station, TX — Brazos
Buffalo, NY — Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA — Metro Areas: Buffalo, Niagara Falls
Burlington, NC — Alamance
Burlington, VT — Chittenden*, Grand Isle
Canton, OH — Carroll, Stark*
Casper, WY — Natrona
Cadar Falls, IA — (See Waterloo - Cedar Falls)
Cedar Rapids, IA — Linn
Champaign - Urbana - Rantoul, IL — Champaign
Charleston, SC — Berkeley, Charleston*, Dorchester
Charleston, WV — Kanawha*, Putnam
Charlotte - Gastonia - Rock Hill, NC - SC —
  North Carolina Portion — Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union,
  South Carolina Portion — York*
Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene
Chattanooga, TN —
  Georgia Portion — Catoosa, Dade, Walker
  Tennessee Portion — Hamilton*, Marion, Sequatchie
Cheyenne, WY — Laramie
Chicago, IL — Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA — Metro Areas: Aurora - Elgin, Chicago, IL; Gary - Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL
Chico, CA — Butte
Cincinnati, OH —
  Indiana Portion — Dearborn
  Kentucky Portion — Boone, Campbell, Kenton
  Ohio Portion — Clermont, Hamilton*, Warren
CINCINNATI - HAMILTON CONSOLIDATED AREA — Metro Areas: Cincinnati, Hamilton - Middletown, OH
Clarksville - Hopkinsville, TN - KY —
  Kentucky Portion — Christian*
  Tennessee Portion — Montgomery*
Clearwater, FL (See Tampa - St. Petersburg - Clearwater)
Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA — Metro Areas: Akron, Cleveland, Lorain - Elyria, OH
College Station, TX (See Bryan - College Station)
Colorado Springs, CO — El Paso
Columbia, MO — Boone
Columbia, SC — Lexington, Richland*
Columbus, GA —
  Alabama Portion — Russell
  Georgia Portion — Chattahoochee, Muscogee*
Columbus, OH — Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union
Corpus Christi, TX — Nueces*, San Patricio
Cumberland, MD —
  Maryland Portion — Allegany*
  West Virginia Portion — Mineral
Dallas, TX — Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH CONSOLIDATED AREA — Metro Areas: Dallas, Fort Worth - Arlington, TX
Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)
Danville, VA — Danville*, Pittsylvania
Davenport - Rock Island - Moline, IL - IA —
  Illinois Portion — Henry, Rock Island*
  Iowa Portion — Scott*
Dayton - Springfield, OH — Clark*, Greene, Miami, Montgomery*
Daytona Beach, FL — Volusia
Decatur, IL — Macon
Delray Beach, FL (See West Palm Beach - Boca Raton - Delray Beach)
Denison, TX (See Sherman - Denison)
Denver, CO — Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA — Metro Areas: Boulder - Longmont, Denver, CO

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Des Moines, IA — Dallas, Polk*, Warren
Detroit, MI — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR CONSOLIDATED AREA — Metro Areas: Ann Arbor, Detroit, MI
Dothan, AL — Dale, Houston*
Dubuque, IA — Dubuque
Duluth, MN —
  Minnesota Portion — St. Louis*
  Wisconsin Portion — Douglas
Durham, NC (See Raleigh - Durham)
East Lansing, MI (See Lansing - East Lansing)
Eau Claire, WI — Chippewa, Eau Claire*
Edinburg, TX (See McAllen - Edinburg - Mission)
El Paso, TX — El Paso
Elgin, IL (See Aurora - Elgin)
Elkhart - Goshen, IN — Elkhart
Elmira, NY — Chemung
Elyria, OH (See Lorain - Elyria)
Enid, OK — Garfield
Erie, PA — Erie
Eugene - Springfield, OR — Lane
Evansville, IN —
  Indiana Portion — Posey, Vanderburgh*, Warrick
  Kentucky Portion — Henderson
Fairfield, CA (See Vallejo - Fairfield - Napa)
Fall River, MA (See New Bedford - Fall River - Attleboro)
Fargo - Moorhead, ND - MN —
  Minnesota Portion — Clay*
  North Dakota Portion — Cass*
Fayetteville, NC — Cumberland
Fayetteville-Springdale, AR — Washington
Fitchburg, MA (See Worcester - Fitchburg - Leominster)
Flint, MI — Genesee
Florence, AL — Colbert, Lauderdale*
Florence, SC — Florence
Fort Collins - Loveland, CO — Larimer
Fort Lauderdale - Hollywood - Pompano Beach, FL — Broward
Fort Myers - Cape Coral, FL — Lee
Fort Pierce, FL — Martin, St. Lucie*
Fort Smith, AR —
  Arkansas Portion — Crawford, Sebastian*
  Oklahoma Portion — Sequoyah
Fort Walton Beach, FL — Okaloosa
Fort Wayne, IN — Allen*, DeKalb, Whitley
Fort Worth - Arlington, TX — Johnson, Parker, Tarrant*
Fresno, CA — Fresno
Gadsden, AL — Etowah
Gainesville, FL — Alachua*, Bradford
Galveston - Texas City, TX — Galveston
Gary - Hammond, IN — Lake*, Porter
Gastonia, NC (See Charlotte - Gastonia - Rock Hill)
Glens Falls, NY — Warren*, Washington
Goshen, IN (See Elkhart - Goshen)
Grand Forks, ND - Grand Forks
Grand Rapids, MI — Kent*, Ottawa
Great Falls, MT — Cascade
Greeley, CO — Weld
Green Bay, WI — Brown
Greensboro - Winston-Salem - High Point, NC — Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin
Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*
Gulfport, MS (See Biloxi - Gulfport)
Hagerstown, MD — Washington
Hamilton - Middletown, OH — Butler
Hammond, IN (See Gary - Hammond)
Harlingen, TX (See Brownsville - Harlingen)
Harrisburg - Lebanon - Carlisle, PA — Cumberland, Dauphin*, Lebanon*, Perry
Hartford - New Britain - Middletown - Bristol, CT — Hartford*, Middlesex, Tolland
Hickory, NC — Alexander, Burke, Catawba*
High Point, NC (See Greensboro - Winston-Salem - High Point)
Hollywood, FL (See Fort Lauderdale - Hollywood - Pompano Beach)
Honolulu, HI — Honolulu
Hopkinsville, TN (See Clarksville - Hopkinsville)
Houma - Thibodaux, LA — Lafourche*, Terrebonne*
Houston, TX — Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA — Metro Areas: Brazoria, Galveston - Texas City, Houston, TX
Huntington - Ashland, WV - KY —
  Kentucky Portion — Boyd*, Carter, Greenup
  Ohio Portion — Lawrence
  West Virginia Portion — Cabell*, Wayne
Huntsville, AL — Madison
Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby
Iowa City, IA — Johnson
Jackson, MI — Jackson
Jackson, MS — Hinds*, Madison, Rankin
Jackson, TN — Madison
Jacksonville, FL — Clay, Duval*, Nassau, St. Johns
Jacksonville, NC — Onslow
Janesville - Beloit, WI — Rock
Jersey City, NJ — Hudson
Johnson City - Kingsport - Bristol, TN - VA —
  Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
  Virginia Portion — Bristol*, Scott, Washington
Johnstown, PA — Cambria*, Somerset
Joliet, IL — Grundy, Will*
Joplin, MO — Jasper*, Newton
Kalamazoo, MI — Kalamazoo
Kankakee, IL — Kankakee
Kansas City, MO-KS —
  Kansas Portion — Johnson, Leavenworth, Miami, Wyandotte*
  Missouri Portion — Cass, Clay, Jackson*, Lafayette, Platte, Ray
Kennewick, WA (See Richland - Kennewick - Pasco)
Kenosha, WI — Kenosha
Killeen - Temple, TX — Bell*, Coryell
Kingsport, TN (See Johnson City - Kingsport - Bristol)
Knoxville, TN — Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union
Kokomo, IN — Howard*, Tipton
La Crosse, WI — La Crosse
Lafayette - West Lafayette, IN — Tippecanoe
Lafayette, LA — Lafayette, St. Martin
Lake Charles, LA — Calcasieu
Lake County, IL — Lake
Lakeland - Winter Haven, FL — Polk
Lancaster, PA — Lancaster
Lansing - East Lansing, MI — Clinton, Eaton, Ingham*
Laredo, TX — Webb
Las Cruces, NM — Dona Ana
Las Vegas, NV — Clark
Lawrence, KS — Douglas
Lawrence, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Lawton, OK — Comanche
Leominster, MA (See Worcester - Fitchburg - Leominster)
Lewiston - Auburn, ME — Androscoggin
Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford
Lima, OH — Allen*, Auglaize
Lincoln, NE — Lancaster
Little Rock - North Little Rock, AR — Faulkner, Lonoke, Pulaski*, Saline
Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)
Long Beach, CA (See Los Angeles - Long Beach)
Longmont, CO (See Boulder - Longmont)
Longview - Marshall, TX — Gregg*, Harrison*
Lorain - Elyria, OH — Lorain
Los Angeles - Long Beach, CA — Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA — Metro Areas: Anaheim - Santa Ana, Los Angeles - Long Beach, Oxnard - Ventura, Riverside - San Bernardino, CA
Louisville, KY —
  Indiana Portion — Clark, Floyd Harrison
  Kentucky Portion — Bullitt, Jefferson*, Oldham, Shelby
Loveland, CO (See Fort Collins - Loveland)
Lowell, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Lubbock, TX — Lubbock
Lynchburg, VA — Amherst, Campbell, Lynchburg*
McAllen - Edinburg - Mission, TX — Hidalgo
Macon - Warner Robins, GA — Bibb*, Houston*, Jones, Peach
Madison, WI — Dane
Manchester - Nashua, NH — Hillsborough
Mansfield, OH — Richland
Marietta, OH (See Parkersburg - Marietta)
Marshall, TX (See Longview - Marshall)
Medford, OR — Jackson
Melbourne - Titusville - Palm Bay, FL — Brevard
Memphis, TN —
  Arkansas Portion — Crittenden
  Mississippi Portion — DeSoto
  Tennessee Portion — Shelby*, Tipton
Merced, CA — Merced
Meriden, CT (See New Haven - Waterbury - Meriden)
Miami - Hialeah, FL — Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA — Metro Areas: Fort Lauderdale - Hollywood - Pompano Beach, Miami - Hialeah, FL
Middlesex - Somerset - Hunterdon, NJ — Hunterdon, Middlesex, Somerset
Middletown, CT (See Hartford - New Britain - Middletown - Bristol)
Middletown, OH (See Hamilton - Middletown)
Midland, MI (See Saginaw - Bay City - Midland)
Midland, TX — Midland
Millville, NJ (See Vineland - Millville - Bridgeton)
Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA — Metro Areas: Milwaukee, Racine, WI
Minneapolis - St. Paul, MN —
  Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Isanti, Ramsey*, Scott, Washington Wright
  Wisconsin Portion — St. Croix
Mishawaka, IN (See South Bend - Mishawaka)
Mission, TX (See McAllen - Edinburg - Mission)
Mobile, AL — Baldwin, Mobile*

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Modesto, CA — Stanislaus

Moline, IL (See Davenport - Rock Island - Moline)

Monmouth - Ocean, NJ — Monmouth, Ocean

Monroe, LA — Ouachita

Monterey, CA (See Salinas - Seaside - Monterey)

Montgomery, AL — Autauqa, Elmore, Montgomery*

Moorhead, MN (See Fargo - Moorhead)

Muncie, IN — Delaware

Muskegon, MI — Muskegon

Napa, CA (See Vallejo - Fairfield - Napa)

Naples, FL — Collier

Nashua, NH (See Manchester - Nashua)

Nashville, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau - Suffolk, NY — Nassau, Suffolk

Neenah, WI (See Appleton - Oshkosh - Neenah)

Newark, NJ — Essex*, Morris, Sussex, Union

New Bedford - Fall River - Attleboro, MA — Bristol

New Britain, CT (See Hartford - New Britain - Middletown - Bristol)

New Haven - Waterbury - Meriden, CT — New Haven

New London - Norwich, CT — New London

New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany

Newport News, VA (See Norfolk - Virginia Beach - Newport News)

New York, NY — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA — Metro Areas: Bergen - Passaic, NJ; Bridgeport - Stamford - Norwalk - Danbury, CT; Jersey City, Middlesex - Somerset - Hunterdon, Monmouth - Ocean, NJ; Nassau - Suffolk, New York, NY; Newark, NJ; Orange County, NY

Niagara Falls, NY — Niagara

Norfolk - Virginia Beach - Newport News, VA — Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Foquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York

Normal, IL (See Bloomington - Normal)

North Little Rock, AR (See Little Rock - North Little Rock)

Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Norwich, CT (See New London - Norwich)

Oakland, CA — Alameda*, Contra Costa

Ocala, FL — Marion

Odessa, TX — Ector

Ogden, UT (See Salt Lake City - Ogden)

Oklahoma City, OK — Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie

Olympia, WA — Thurston

Omaha, NE —

Iowa Portion — Pottawatamie

Nebraska Portion — Douglas*, Sarpy, Washington

Orange County, NY — Orange

Orem, UT (See Provo - Orem)

Orlando, FL — Orange*, Osceola, Seminole

Oshkosh, WI (See Appleton - Oshkosh - Neenah)

Owensboro, KY — Daviess

Oxnard - Ventura, CA — Ventura

Palm Bay, FL (See Melbourne - Titusville - Palm Bay)

Panama City, FL — Bay

Parkersburg - Marietta, WV - OH —

Ohio Portion — Washington*

West Virginia Portion — Wood*

Pascagoula, MS — Jackson

Pasco, WA (See Richland - Kennewick - Pasco)

Passaic, NJ (See Bergen - Passaic)

Pawtucket, RI (See Providence - Pawtucket - Woonsocket)

Pensacola, FL — Escambia*, Santa Rosa

Peoria, IL — Peoria*, Tazewell, Woodford

Petersburg, VA (See Richmond - Petersburg)

Philadelphia, PA —

New Jersey Portion — Burlington, Camden, Gloucester

Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA — Metro Areas: Philadelphia, PA; Trenton, Vineland - Millville - Bridgeton, NJ; Wilmington, DE

Phoenix, AZ — Maricopa

Pine Bluff, AR — Jefferson

Pittsburgh, PA — Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA — Metro Areas: Beaver County, Pittsburgh, PA

Pittsfield, MA — Berkshire

Pompano Beach, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Port Arthur, TX (See Beaumont - Port Arthur)

Portland, ME — Cumberland

Portland, OR — Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA — Metro Areas: Portland, OR, Vancouver, WA

Portsmouth - Dover - Rochester, NH — Rockingham*, Strafford*

Poughkeepsie, NY — Dutchess

Providence - Pawtucket - Woonsocket, RI — Bristol, Kent*, Providence*, Washington

Provo - Orem, UT — Utah

Pueblo, CO — Pueblo

Racine, WI — Racine

Raleigh - Durham, NC — Durham*, Franklin, Orange, Wake*

Rantoul, IL (See Champaign - Urbana - Rantoul)

Rapid City, SD — Pennington

Reading, PA — Berks

Redding, CA — Shasta

Reno, NV — Washoe

Richland - Kennewick - Pasco. WA — Benton*, Franklin

Richmond - Petersburg, VA — Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*

Riverside - San Bernardino, CA — Riverside*, San Bernardino*

Roanoke, VA — Botetourt, Roanoke, Roanoke City*, Salem City

Rochester, MN — Olmsted

Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne

Rockford, IL — Boone, Winnebago*

Rock Hill, SC (See Charlotte - Gastonia - Rock Hill)

Rock Island, IL (See Davenport - Rock Island - Moline)

Rome, NY (See Utica-Rome)

Sacramento, CA — El Dorado, Placer, Sacramento*, Yolo

Saginaw - Bay City - Midland, MI — Bay*, Midland*, Saginaw*

St. Cloud, MN — Benton, Sherburne, Stearns*

St. Joseph, MO — Buchanan

St. Louis, MO, IL —

Illinois Portion — Clinton, Jersey, Madison, Monroe, St. Clair

Missouri Portion — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City

St. Paul, MN (See Minneapolis - St. Paul)

St. Petersburg, FL (See Tampa - St. Petersburg)

Salem, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Salem, OR — Marion*, Polk

Salinas - Seaside - Monterey, CA — Monterey

Salt Lake City - Ogden, UT — Davis, Salt Lake*, Weber*

San Angelo, TX — Tom Green

San Antonio, TX — Bexar*, Comal, Guadalupe

San Bernardino, CA (See Riverside - San Bernardino)

San Diego, CA — San Diego

San Francisco, CA — Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA — Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa - Petaluma, Vallejo - Fairfield - Napa, CA

San Jose, CA — Santa Clara

Santa Ana, CA (See Anaheim - Santa Ana)

Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara

Santa Cruz, CA — Santa Cruz

Santa Fe, NM — Los Alamos, Santa Fe

Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)

Santa Rosa - Petaluma, CA — Sonoma

Sarasota, FL — Sarasota

Savannah, GA — Chatham*, Effingham

Schenectady, NY (See Albany - Schenectady-Troy)

Scranton - Wilkes-Barre, PA — Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming

Seaside, CA (See Salinas - Seaside - Monterey)

Seattle, WA — King*, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA — Metro Areas: Seattle, Tacoma, WA

Sharon, PA — Mercer

Sheboygan, WI — Sheboygan

Sherman - Denison, TX — Grayson

Shreveport, LA — Bossier, Caddo*

Sioux City, IA —

Iowa Portion — Woodbury*

Nebraska Portion — Dakota

Sioux Falls, SD — Minnehaha

South Bend - Mishawaka, IN — St. Joseph

Spartanburg, SC (See Greenville - Spartanburg)

Spokane, WA — Spokane

Springdale, AR (See Fayettevile - Springdale)

Springfield, IL — Menard, Sangamon*

Springfield, MA — Hampden*, Hampshire

Springfield, MO — Christian, Greene*

Springfield, OH (See Dayton - Springfield)

Springfield, OR (See Eugene - Springfield)

Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)

State College, PA — Centre

Steubenville - Weirton, OH - WV —

Ohio Portion — Jefferson*

West Virginia Portion — Brooke, Hancock*

Stockton, CA — San Joaquin

Syracuse, NY — Madison, Onondaga*, Oswego

Tacoma, WA — Pierce

Tallahassee, FL — Gadsden, Leon*

Tampa - St. Petersburg - Clearwater, FL — Hernando, Hillsborough*, Pasco, Pinellas*

Temple, TX (See Killeen - Temple)

Terre Haute, IN — Clay, Vigo*

Texarkana, TX - AR —

Arkansas Portion — Miller*

Texas Portion — Bowie*

Texas City, TX (See Galveston - Texas City)

Titusville, FL (See Melbourne - Titusville - Palm Bay)

Toledo, OH — Fulton, Lucas*, Wood

Topeka, KS — Shawnee
Trenton, NJ — Mercer
Troy, NY (See Albany - Schenectady - Troy)
Tucson, AZ — Pima
Tulsa, OK — Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL — Tuscaloosa
Tyler, TX — Smith
Urbana, IL (See Champaign - Urbana - Rantoul)
Utica - Rome, NY — Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA — Napa*, Solano*
Vancouver, WA — Clark
Ventura, CA (See Oxnard - Ventura)
Victoria, TX — Victoria
Vineland - Millville - Bridgeton, NJ — Cumberland
Virginia Beach, VA (See Norfolk - Virginia Beach - Newport News)
Visalia - Tulare - Porterville, CA — Tulare
Waco, TX — McLennan
Warren, OH (See Youngstown - Warren)
Washington, DC —
  District of Columbia Portion — District of Columbia*
  Maryland Portion — Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion — Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven - Waterbury - Meriden)
Waterloo - Cedar Falls, IA — Black Hawk*, Bremer
Wausau, WI — Marathon
Weirton, OH (See Steubenville - Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL — Palm Beach
Wheeling, WV —
  Ohio Portion — Belmont
  West Virginia Portion — Marshall, Ohio*
Wichita, KS — Butler, Harvey, Sedgwick*
Wichita Falls, TX — Wichita
Wilkes-Barre, PA (See Scranton - Wilkes-Barre)
Williamsport, PA — Lycoming
Wilmington, DE —
  Delaware Portion — New Castle*
  Maryland Portion — Cecil
  New Jersey Portion — Salem
Wilmington, NC — New Hanover
Winston-Salem, NC (See Greensboro - Winston-Salem - High Point)
Winter Haven, FL (See Lekeland - Winter Haven)
Woonsocket, RI (See Providence - Pawtucket - Woonsocket)
Worcester - Fitchburg - Leominster, MA — Worcester
Yakima, WA — Yakima
York, PA — Adams, York*
Youngstown - Warren, OH — Mahoning*, Trumbull*
Yuba City, CA — Sutter*, Yuba

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

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The Gazette's Circulation Is Growing.
And So Is Its Lead.

17% More Sunday Circulation

66% More Daily Circulation

Sunday Net Paid Circulation
185,311 Gazette
158,011 Democrat

Daily Net Paid Circulation
136,814 Gazette
82,156 Democrat

Gazette LEAD 27,300 54,658

Arkansas Gazette.

Source: As filed with the Audit Bureau of Circulations six months Publisher's Statement ending March 31, 1987, subject to audit. As shown in ABC's FasFax report

Section C

METRO AREA, COUNTY, AND CITY DATA LISTED BY STATES

Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the righthand edge of the book provide easy access to each section.

Sample tables from Survey Section C

The numbers shown beneath the individual column heads in these samples are coded to the listings in the "Definition of Terms" section that accompanies this page. Definitions are listed alphabetically, followed by the appropriate number or numbers that correspond to the numbers on these samples. Thus the definition for "Age Groups of Population" is referenced to columns 4 to 7. This page shows you the specific age groups, 18 to 24, 25 to 34, etc., and provides a visual link to the written definitions, making individual column topics more intelligible and enhancing your ability to profit from *Survey* data.

Section C: Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1986						
			% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1986						
			% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒

Caution on population estimates
Population and household estimates in the 1987 *Survey* are not directly comparable with those prior to the 1981 *Survey*. The 1987 *Survey* estimates are updates from the 1980 Census of Population and Housing whereas, prior to the 1981 *Survey*, the estimates used the 1970 Census as a benchmark.

Caution on retail sales estimates
Total retail sales and store group sales in the 1987 *Survey* are not directly comparable to those prior to the 1986 issue. The 1986 estimates were updates from the 1982 Census of Retail Trade whereas, prior to this, retail sales estimates used the 1977 Census as a benchmark.

Definition of terms used in the Survey

Column numbers refer to the sample tables illustrated on the facing page. Also, to facilitate usage of the two Surveys we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4-7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming age. **SBP**

AUTOMOTIVE DEALERS (Column 14) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (U.S. State Summary on EBI). Total Effective Buying Income (EBI), divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per-household average credits households with income not properly theirs. (See Median Household EBI.) **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the black race and who lived in the area at the end of the year. **SBP, SBP—II**

BUILDING MATERIALS, HARDWARE STORES (Metro Ranking Table) (SIC Major Group 52.) This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Column 22). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of U.S. Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of the weighted percents is divided by 10 to produce the BPI.

The BPI, probably one of the *Survey of Buying Power*'s most widely used single market measures is most useful in estimating the potential for mass products sold at popular prices. The farther a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area or fits the population and employment size criteria to qualify as a central city. The title of a Metropolitan Statistical Area (MSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. However, if no city qualifies as a central city of the MSA, the MSA is named after its central counties; for example, Nassau-Suffolk in New York. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists U.S. cities that either (1) had 40,000 or more population in the 1980 Census, (2) are central cities of metropolitan areas, or (3) function independently of counties. (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA). The larger area of which Primary Metropolitan Statistical Areas are components. (See Metropolitan Statistical Area.) **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,137 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1987 *Survey* follows the county boundaries as defined in the 1980 Census of Population, with the following exceptions. Cibola County, NM, was created from a portion of Valencia County during 1981, La Paz County, AZ, was created from a portion of Yuma County at the end of 1982, and Northwest Arctic County, AK, replaces Kobuk County, AK, as of 1987. **SBP, SBP—II**

DRUGSTORES (Column 15) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Column 11) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and or drinking concessions in theaters, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Column 16). A classification exclusively developed by Sales and Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Column 10) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS & APPLIANCE STORES (Column 13) (SIC Major Group 57.) A combination of several subgroups that sells goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Metro Ranking Table) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Column 12) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10s"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HISPANICS. (See Spanish-Origin Population.)

HOUSEHOLD (Column 8). A household consists of all the people occupying a single housing unit under 1980 Census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18-21). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO, Baltimore, MD, and Carson City, NV (which replaced Ormsby County), all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income.) **SBP**

METROPOLITAN STATISTICAL AREA (MSA). A geographic area with a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus. The MSA concept's major purpose is to enable all federal statistical agencies to use the same geographic definition when studying metropolitan characteristics. Metropolitan area definitions are reviewed every 10 years following completion of the decennial population census. The MSA definitions in this *Survey*, which adhere to the federal government's new revisions, are based on commuting and other statistical results of the 1980 Census. As part of the current revisions, the term *Standard Metropolitan Statistical Area (SMSA)* was replaced by *Metropolitan Statistical Area (MSA)*. MSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies as an MSA in one of two ways: (1) if there is a city of at least 50,000 population, or (2) an urbanized area of at least 50,000 population with a total metropolitan population of at least 100,000. In addition to the county containing the central city, an MSA may include additional counties which have close economic and social ties to the central county. MSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition because of the lack of county governments. The federal government's alternative, but unofficial, New England County Metropolitan Area (NECMA) concept is used by Sales & Marketing Management for those states. A metro of more than 1 million population may qualify for separate recognition as a Primary Metropolitan Statistical Area (PMSA). A PMSA is characterized by very strong internal economic and social links. If two or more PMSAs are contiguous, they are designated as a Consolidated Metropolitan Statistical Area (CMSA).

Note: The *Survey's* Metro Market ranking tables in Section B are based on data for MSAs, PMSAs, and NECMAs, but do not include CMSAs. **SBP, SBP—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Information and Regulatory Affairs (OIRA), located in the Office of Management and Budget, defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas (MSAs) outside New England. **SBP, SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (U.S. State Summary on Effective Buying Income). This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S. (Column 2). A market's share of the total U.S. population, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Column 1). Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in group quarters, such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA). In areas of more than 1 million population, Primary Metropolitan Statistical Areas are identified that have a large urbanized county, or cluster of counties, with very strong internal economic and social links. (See Metropolitan Statistical Area.)

QUALITY INDEX (QI) (U.S. State Summary on Retail Sales). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Column 9). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1987 *Survey* are updates from 1982 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Note that the aggregate sales of the six store types shown in the *Survey* will not equal Total Retail Sales because that figure includes the many store types not shown in the *Survey*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10-15). Individual retail store groups are considered as channels of distribution in local markets. The retail sales of a store type represent the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI) (U.S. State Summary on Retail Sales). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

SPANISH-ORIGIN POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves of Spanish or Hispanic origin or descent. Persons of Spanish origin may be of any race. **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). (See Metropolitan Statistical Area.)

SUBURBAN TOTAL. There is no official definition of a suburb. Census Bureau metropolitan tables refer to suburbs as "balance of area." However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburb population. **SBP**

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ALABAMA

ALA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**124.6**	**.0513**	**30.0**	**15.4**	**17.0**	**18.3**	**23.2**	**44.2**	**474,661**	**98,158**	**36,914**	**61,460**	**22,710**	**119,000**	**20,385**
Calhoun	124.6	.0513	30.0	15.4	17.0	18.3	23.2	44.2	474,661	98,158	36,914	61,460	22,710	119,000	20,385
• Anniston	30.3	.0125	33.9	9.7	15.5	16.7	31.6	12.0	320,335	67,483	17,810	37,759	14,071	105,988	13,252
SUBURBAN TOTAL	94.3	.0388	28.9	17.3	17.4	18.8	20.6	32.2	154,326	30,675	19,104	23,701	8,639	13,012	7,133
BIRMINGHAM	**922.0**	**.3792**	**32.5**	**10.9**	**17.8**	**18.9**	**26.5**	**347.9**	**4,758,461**	**991,255**	**398,264**	**503,027**	**277,782**	**1,250,891**	**193,679**
Blount	40.3	.0166	33.6	9.3	15.7	21.4	26.5	14.7	84,452	21,375	4,654	8,983	2,114	22,208	3,611
Jefferson	680.5	.2798	32.7	11.1	18.0	18.4	27.5	262.2	4,112,186	822,947	355,313	451,045	255,984	1,069,612	164,117
• Bessemer	31.4	.0129	33.2	10.7	15.2	15.3	31.9	11.7	259,429	70,616	13,656	26,415	8,520	87,886	6,117
• Birmingham	282.6	.1162	32.4	12.3	17.9	15.8	29.4	112.6	2,074,475	322,289	190,883	210,754	165,481	624,446	57,936
St. Clair	47.9	.0197	32.4	9.5	16.6	20.0	25.6	16.5	97,760	23,865	5,093	6,701	2,257	34,622	4,621
Shelby	82.6	.0340	30.1	11.1	19.9	20.9	19.4	28.6	194,011	66,403	15,855	13,029	6,513	33,375	8,412
Walker	70.7	.0291	33.0	9.9	15.9	19.5	27.3	25.9	270,052	56,665	17,349	23,269	10,914	91,074	12,918
SUBURBAN TOTAL	608.0	.2501	32.5	10.2	17.8	20.6	25.0	223.6	2,424,557	598,350	193,725	265,858	103,781	538,559	129,626
DOTHAN	**129.6**	**.0533**	**30.3**	**11.9**	**18.1**	**19.3**	**22.2**	**46.5**	**813,777**	**149,244**	**65,628**	**107,037**	**41,990**	**239,417**	**23,935**
Dale	47.8	.0197	28.2	15.1	19.6	17.9	18.7	16.0	151,164	35,488	14,253	16,317	4,239	30,804	6,162
Houston	81.8	.0336	31.7	10.0	17.2	20.1	24.2	30.5	662,613	113,756	51,375	90,720	37,751	208,613	17,773
• Dothan	54.5	.0224	31.5	10.1	18.1	20.2	23.5	20.6	603,242	98,803	47,164	77,938	34,570	199,923	15,644
SUBURBAN TOTAL	75.1	.0309	29.4	13.2	18.0	18.7	21.2	25.9	210,535	50,441	18,464	29,099	7,420	39,494	8,291
FLORENCE	**140.0**	**.0576**	**32.8**	**11.2**	**16.1**	**20.3**	**26.1**	**52.7**	**672,296**	**128,064**	**55,692**	**106,246**	**28,686**	**176,040**	**17,884**
Colbert	55.3	.0228	33.3	10.2	16.1	20.2	27.0	20.9	266,478	49,687	25,747	25,080	6,790	76,878	8,302
Lauderdale	84.7	.0348	32.5	11.9	16.0	20.3	25.6	31.8	405,818	78,377	29,945	81,166	21,896	99,162	9,582
• Florence	37.3	.0153	32.8	14.0	15.5	18.6	28.0	14.7	345,773	56,705	24,896	77,026	19,252	87,989	8,426
SUBURBAN TOTAL	102.7	.0423	32.8	10.2	16.3	20.9	25.4	38.0	326,523	71,359	30,796	29,220	9,434	88,051	9,458
GADSDEN	**103.9**	**.0427**	**33.7**	**9.9**	**15.8**	**18.9**	**29.1**	**39.1**	**433,219**	**108,628**	**39,325**	**59,214**	**21,189**	**93,882**	**15,388**
Etowah	103.9	.0427	33.7	9.9	15.8	18.9	29.1	39.1	433,219	108,628	39,325	59,214	21,189	93,882	15,388
• Gadsden	47.3	.0194	36.3	10.3	14.4	16.5	35.1	18.9	321,965	75,489	26,054	42,317	18,575	83,721	11,252
SUBURBAN TOTAL	56.6	.0233	32.1	9.5	17.0	20.9	24.1	20.2	111,254	33,139	13,271	16,897	2,614	10,101	4,136
HUNTSVILLE	**225.2**	**.0926**	**31.0**	**12.6**	**17.3**	**22.8**	**20.4**	**84.1**	**1,275,258**	**225,069**	**126,646**	**170,474**	**80,776**	**354,124**	**36,407**
Madison	225.2	.0926	31.0	12.6	17.3	22.8	20.4	84.1	1,275,258	225,069	126,646	170,474	80,776	354,124	36,407
• Huntsville	160.0	.0658	31.6	12.3	17.3	23.3	20.7	62.0	1,189,408	206,140	117,638	167,895	75,140	337,806	34,416
SUBURBAN TOTAL	65.2	.0268	29.8	13.4	17.6	21.4	19.4	22.1	85,850	18,929	9,008	2,579	5,636	16,318	1,991
MOBILE	**471.7**	**.1940**	**30.7**	**11.5**	**17.0**	**18.6**	**24.1**	**170.4**	**2,698,888**	**610,569**	**234,419**	**350,415**	**139,172**	**662,260**	**121,921**
Baldwin	91.4	.0376	33.0	9.6	15.3	19.5	27.4	33.5	471,179	126,318	43,152	45,564	20,331	94,834	23,194

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ALA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Mobile	380.3	.1564	30.2	11.9	17.4	18.4	23.3	136.9	2,227,709	484,251	191,267	304,851	118,841	567,426	98,727
• Mobile	205.8	.0846	31.2	12.5	17.4	17.7	25.7	78.2	1,775,461	312,029	162,643	263,663	97,931	514,656	77,019
SUBURBAN TOTAL	265.9	.1094	30.2	10.7	16.7	19.2	22.8	92.2	923,427	298,540	71,776	86,752	41,241	147,604	44,902
MONTGOMERY	**299.7**	**.1233**	**31.0**	**11.6**	**17.1**	**19.6**	**23.6**	**107.9**	**1,592,463**	**299,210**	**131,535**	**223,064**	**66,827**	**456,756**	**68,466**
Autauga	36.3	.0149	30.8	10.6	15.0	22.7	21.1	12.2	136,555	30,266	11,265	11,308	3,802	43,061	3,873
Elmore	48.6	.0200	32.2	10.6	17.0	19.6	25.6	16.3	122,366	40,667	6,530	9,216	4,051	21,151	9,603
Montgomery	214.8	.0884	30.8	11.9	17.4	19.1	23.7	79.4	1,333,542	228,277	113,740	202,540	58,974	392,544	54,990
• Montgomery	193.8	.0797	30.7	12.0	17.7	18.8	23.6	72.6	1,284,142	217,030	108,047	199,748	54,379	385,506	54,691
SUBURBAN TOTAL	105.9	.0436	31.7	10.8	15.7	21.0	23.8	35.3	308,321	82,180	23,488	23,316	12,448	71,250	13,775
TUSCALOOSA	**144.2**	**.0593**	**29.6**	**16.8**	**17.2**	**17.8**	**22.9**	**52.4**	**751,802**	**176,546**	**67,962**	**103,086**	**32,403**	**162,089**	**24,889**
Tuscaloosa	144.2	.0593	29.6	16.8	17.2	17.8	22.9	52.4	751,802	176,546	67,962	103,086	32,403	162,089	24,889
• Tuscaloosa	75.6	.0311	28.0	22.6	17.4	15.0	22.7	28.1	582,195	111,382	55,349	98,415	26,640	135,936	14,283
SUBURBAN TOTAL	68.6	.0282	31.4	10.5	17.1	20.7	23.1	24.3	169,607	65,164	12,613	4,671	5,763	26,153	10,606
OTHER COUNTIES															
Barbour	25.8	.0106	32.4	9.0	15.0	16.9	29.2	9.1	83,232	25,147	8,805	6,111	1,962	14,162	5,308
Bibb	16.7	.0069	32.0	10.0	14.8	18.7	26.9	5.9	38,267	12,573	1,667	3,483	1,183	9,535	2,294
Bullock	10.6	.0043	32.0	9.6	14.0	15.2	30.5	3.8	28,595	7,605	1,480	1,060	1,612	1,809	1,705
Butler	21.5	.0088	33.8	8.9	13.8	16.5	31.8	7.7	100,754	22,486	9,285	9,106	3,478	22,746	5,674
Chambers	39.2	.0161	33.7	9.3	15.0	17.4	30.6	14.3	161,315	41,704	10,267	7,165	11,029	49,496	7,112
Cherokee	20.0	.0082	34.1	9.9	15.2	20.6	28.1	7.1	45,961	9,163	3,272	2,133	1,119	10,871	2,537
Chilton	33.2	.0137	33.2	9.8	15.3	19.6	27.7	12.6	132,279	31,151	7,391	13,122	7,212	34,551	7,251
Choctaw	16.9	.0069	31.3	9.3	14.1	18.3	26.5	5.8	45,571	16,702	6,085	2,031	1,669	5,654	2,232
Clarke	27.5	.0113	31.1	9.7	14.5	18.1	26.2	9.4	137,124	40,900	8,581	13,921	4,728	25,905	9,427
Clay	13.6	.0056	34.3	9.2	14.0	18.8	30.1	4.8	38,912	11,534	1,785	2,714	854	7,602	814
Cleburne	13.0	.0054	33.6	9.7	15.3	20.2	27.6	5.0	21,760	4,754	1,796	1,918	750	6,252	850
Coffee	39.3	.0161	32.8	9.8	16.6	20.5	25.8	14.5	192,340	35,007	11,581	20,272	14,818	61,610	6,016
Conecuh	15.7	.0064	32.9	10.0	13.9	15.7	31.3	5.5	44,504	10,573	3,173	4,070	807	3,962	3,479
Coosa	11.5	.0047	33.8	9.7	13.9	17.9	30.5	4.4	7,245	1,779	409	73	809	1,322	359
Covington	36.1	.0149	36.9	9.2	13.6	18.9	33.6	14.4	165,681	41,076	9,118	15,518	10,761	41,095	8,600
Crenshaw	14.0	.0057	35.2	9.1	13.7	17.0	33.2	5.3	36,714	11,902	1,520	1,943	1,403	9,492	1,822
Cullman	67.1	.0276	34.0	9.6	15.3	20.2	28.3	25.0	280,364	67,606	18,396	26,166	14,569	69,029	11,133
Dallas	54.0	.0222	30.1	10.8	14.6	17.0	25.9	18.5	217,308	47,176	15,723	33,488	7,570	47,608	10,537
De Kalb	55.1	.0226	33.8	9.6	15.6	19.7	28.3	21.0	150,374	36,502	11,093	12,566	8,407	36,503	8,227
Escambia	38.1	.0157	32.0	10.2	16.5	19.3	25.9	12.8	166,370	29,978	11,465	16,108	7,613	34,523	9,194
Fayette	19.2	.0079	34.3	9.5	14.8	19.1	29.9	7.1	60,214	16,327	3,206	5,476	2,910	15,771	3,377
Franklin	29.1	.0120	34.6	9.6	15.3	20.3	29.1	11.1	125,428	23,272	6,243	12,885	6,904	43,679	5,666

THE
3RD
LARGEST MARKET IN
ALABAMA

Rank	Metro Area	Population	EBI	Total Retail Sales
1	Birmingham	922,000	$9,711,240,000	$4,758,461,000
2	Mobile	471,700	4,882,644,000	2,698,888,000
3	The Greater Huntsville Market*	347,000	3,993,921,000	1,871,218,000
4	Montgomery	299,700	3,159,736,000	1,592,463,000

*Madison, Limestone & Marshall Co. Source: S&MM 1986 Survey of Buying Power

HUNTSVILLE...Highest EBI Per Household of any MSA in Alabama—$34,396

HUNTSVILLE
Huntsville Times & News
Represented by Newhouse Newspapers

ALA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thou-sands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				House-holds (Thou-sands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Geneva	24.4	.0100	34.6	9.1	14.4	19.1	30.3	9.0	59,166	21,103	1,209	5,854	1,624	11,522	3,718
Greene	10.9	.0045	30.3	10.1	12.8	14.4	29.5	3.6	40,241	13,942	2,408	2,918	2,133	8,135	1,972
Hale	15.0	.0062	31.1	10.3	13.0	14.7	30.2	5.0	33,486	10,570	1,019	1,246	1,055	12,629	2,222
Henry	15.4	.0063	33.3	8.9	15.6	17.5	29.8	5.6	49,637	14,512	2,213	2,226	2,505	4,296	1,126
Jackson	53.9	.0222	31.7	10.1	17.4	20.9	23.4	19.6	160,976	33,759	8,608	15,760	6,748	58,703	6,405
Lamar	16.8	.0069	34.4	9.2	14.2	19.6	29.7	6.2	53,998	17,064	1,906	1,785	2,208	8,206	2,653
Lawrence	31.8	.0131	31.2	9.7	15.7	19.8	24.3	11.0	77,745	20,657	5,834	9,019	2,977	9,400	3,448
Lee	82.6	.0339	26.3	24.1	16.8	17.1	18.3	31.5	395,325	86,406	37,863	60,836	11,441	96,430	12,888
Limestone	50.3	.0207	31.8	10.7	16.0	20.5	24.4	17.7	185,833	45,587	17,271	17,388	7,223	43,261	8,567
Lowndes	13.8	.0057	26.4	11.1	13.0	14.8	24.0	4.0	25,274	7,427	598	541	1,189	7,118	310
Macon	26.9	.0111	29.3	16.5	14.5	13.7	28.0	8.6	60,543	18,129	3,302	713	1,409	9,264	4,328
Marengo	25.1	.0103	31.6	9.6	13.9	17.0	28.2	8.5	93,743	22,484	4,786	10,495	4,299	25,892	3,362
Marion	32.5	.0133	34.1	9.5	15.4	20.1	28.4	12.1	98,649	29,242	4,660	14,430	4,460	22,091	4,085
Marshall	71.5	.0294	33.8	10.0	15.6	20.6	27.5	27.5	410,127	78,402	26,301	54,379	14,076	133,968	13,173
Monroe	23.2	.0095	30.9	9.5	14.4	17.3	26.7	7.8	69,293	20,466	4,396	6,641	1,982	14,935	3,453
Morgan	98.4	.0404	32.2	10.0	17.0	21.0	24.2	36.5	496,373	101,576	36,134	66,135	24,819	133,693	20,084
Decatur	45.2	.0186	32.3	10.2	17.3	20.9	24.5	17.5	390,010	74,063	28,594	57,740	17,812	111,034	13,287
Perry	15.2	.0063	30.3	11.7	12.3	15.1	29.1	5.0	24,745	7,116	798	1,638	808	3,807	2,762
Pickens	21.2	.0087	32.7	9.6	13.8	17.6	29.2	7.2	44,133	11,812	1,548	1,849	2,820	11,986	2,165
Pike	28.7	.0118	30.3	17.4	13.3	15.9	27.8	10.2	124,507	24,423	13,230	12,218	3,208	32,637	5,926
Randolph	20.0	.0082	34.2	9.5	14.1	17.8	31.1	7.3	64,104	21,544	2,826	5,483	1,989	10,437	3,975
☐ Russell	48.7	.0200	31.7	10.8	15.9	18.9	25.8	17.8	151,322	54,742	13,629	19,446	2,157	20,007	7,875
Sumter	16.6	.0068	28.5	13.7	12.9	13.6	28.0	5.4	42,532	15,377	3,504	6,972	1,072	4,514	2,361
Talladega	76.7	.0316	31.0	10.7	15.3	18.3	25.5	26.5	343,651	96,018	24,214	39,213	13,821	85,948	14,427
Tallapoosa	40.1	.0164	33.9	9.0	15.0	18.4	30.0	14.7	132,127	28,991	9,170	12,017	10,241	29,378	8,302
Washington	17.0	.0070	30.0	10.0	15.6	18.8	23.3	5.7	42,027	8,310	1,154	2,125	4,078	8,407	1,414
Wilcox	14.6	.0060	29.0	9.6	12.8	13.9	28.4	4.6	42,044	14,910	1,953	2,745	1,389	6,202	1,592
Winston	23.7	.0097	33.4	9.3	15.9	21.2	26.2	8.8	74,957	22,074	4,677	10,531	5,745	14,431	2,359
TOTAL METRO COUNTIES	**2,609.6**	**1.0733**	**31.5**	**11.8**	**17.3**	**19.3**	**24.7**	**963.0**	**13,622,147**	**2,841,485**	**1,170,014**	**1,703,469**	**713,692**	**3,534,466**	**530,829**
TOTAL STATE	**4,093.1**	**1.6829**	**31.7**	**11.5**	**16.5**	**19.0**	**25.6**	**1,497.7**	**19,147,695**	**4,178,303**	**1,543,937**	**2,279,955**	**961,178**	**4,894,933**	**781,520**

ALA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

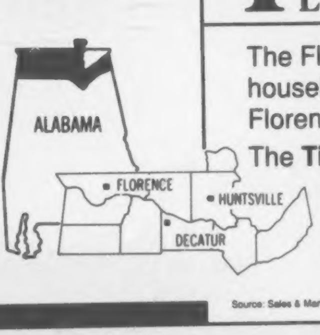
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANNISTON	**1,119,937**	**18,515**	**27.2**	**27.4**	**12.7**	**6.3**	**.0386**
Calhoun	1,119,937	18,515	27.2	27.4	12.7	6.3	.0386
• Anniston	278,388	15,593	27.4	21.7	10.1	8.1	.0137
SUBURBAN TOTAL	841,549	19,491	27.2	29.5	13.7	5.6	.0249
BIRMINGHAM	**9,711,240**	**20,813**	**24.1**	**26.4**	**14.5**	**10.8**	**.3353**
Blount	304,363	16,026	29.7	25.7	9.6	3.8	.0101
Jefferson	7,480,344	21,145	23.6	26.3	14.6	11.6	.2650
• Bessemer	254,358	15,350	23.3	23.2	11.2	5.9	.0121
• Birmingham	2,638,443	16,507	26.9	23.5	11.1	7.4	.1096
St. Clair	376,444	18,089	28.7	29.3	11.2	4.5	.0122
Shelby	936,244	26,686	20.0	26.6	20.3	14.9	.0264
Walker	613,845	18,086	26.6	26.7	12.5	6.2	.0216
SUBURBAN TOTAL	6,818,439	23,511	22.7	27.9	16.4	12.8	.2136
DOTHAN	**1,182,246**	**18,527**	**28.4**	**27.5**	**11.6**	**7.0**	**.0471**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Dale	417,863	18,238	30.3	27.8	11.0	6.2	.0140
Houston	764,383	18,694	27.5	27.4	11.9	7.4	.0331
• Dothan	553,028	19,739	27.1	[illegible]	12.8	8.8	.0260
SUBURBAN TOTAL	629,218	17,627	29.4	27.4	10.7	5.5	.0211
FLORENCE	**1,330,989**	**19,488**	**25.8**	**27.2**	**14.0**	**7.6**	**.0474**
Colbert	495,983	18,726	26.8	28.1	13.2	5.6	.0182
Lauderdale	835,006	20,043	25.1	26.7	14.5	8.9	.0292
• Florence	390,241	19,613	24.8	24.7	15.3	9.2	.0166
SUBURBAN TOTAL	940,748	19,442	26.1	28.3	13.5	7.0	.0308
GADSDEN	**912,869**	**16,889**	**26.8**	**24.9**	**12.2**	**5.9**	**.0327**
Etowah	912,869	16,889	26.8	24.9	12.2	5.9	.0327
• Gadsden	425,949	14,742	26.8	21.0	10.6	6.8	.0176
SUBURBAN TOTAL	486,920	18,803	26.3	28.5	13.6	5.1	.0151
HUNTSVILLE	**2,892,698**	**25,798**	**21.6**	**26.1**	**16.2**	**19.2**	**.0930**

FLORENCE, MAJOR PART OF A MAJOR MARKET



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Source: Sales & Marketing Management, 1987 Survey of Buying Power; Circulation '86-'87.

ALA. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Madison	2,892,698	25,798	21.6	26.1	16.2	19.2	.0930
• Huntsville	2,212,284	27,182	20.6	25.2	16.7	21.4	.0744
SUBURBAN TOTAL	680,414	22,738	24.5	28.3	14.9	13.2	.0186
MOBILE	**4,882,644**	**21,572**	**23.6**	**26.4**	**15.2**	**11.7**	**.1756**
Baldwin	962,406	21,856	24.8	26.8	15.4	11.8	.0333
Mobile	3,920,238	21,500	23.3	26.4	15.2	11.6	.1423
• Mobile	2,290,243	21,208	23.8	25.6	14.2	12.7	.0914
SUBURBAN TOTAL	2,592,401	21,878	23.5	27.1	16.1	10.7	.0842
MONTGOMERY	**3,159,736**	**21,609**	**23.8**	**26.3**	**15.4**	**11.9**	**.1100**
Autauga	359,826	24,332	19.8	28.8	18.8	11.5	.0118
Elmore	414,297	19,509	25.7	27.7	14.2	6.9	.0134
Montgomery	2,385,613	21,652	24.1	25.5	15.2	13.0	.0848
• Montgomery	2,169,433	21,710	24.1	25.9	15.2	12.8	.0784
SUBURBAN TOTAL	990,303	21,394	23.1	27.1	15.8	10.1	.0316
TUSCALOOSA	**1,318,706**	**18,172**	**24.5**	**25.2**	**12.9**	**8.0**	**.0492**
Tuscaloosa	1,318,706	18,172	24.5	25.2	12.9	8.0	.0492
• Tuscaloosa	685,050	15,846	24.8	22.2	10.6	8.4	.0295
SUBURBAN TOTAL	633,656	20,727	24.4	28.7	15.5	7.5	.0197
OTHER COUNTIES							
Barbour	191,811	14,480	26.9	21.1	9.0	6.2	.0069
Bibb	119,178	15,384	29.0	25.9	8.5	3.2	.0042
Bullock	72,647	12,569	29.7	16.2	8.1	4.9	.0027
Butler	158,042	14,453	29.5	23.0	6.9	5.2	.0065
Chambers	345,537	18,416	26.5	26.9	13.2	6.4	.0123
Cherokee	156,627	16,017	29.9	26.2	9.9	3.5	.0053
Chilton	299,545	17,900	26.8	27.3	10.8	6.8	.0104
Choctaw	136,719	15,343	22.7	20.3	12.1	8.3	.0046
Clarke	223,757	16,807	23.8	23.1	12.5	7.3	.0087
Clay	91,214	13,913	30.1	24.0	6.4	2.8	.0036
Cleburne	121,131	19,448	26.4	29.3	12.8	6.4	.0035
Coffee	346,540	18,906	25.3	29.6	11.3	6.4	.0130
Conecuh	106,630	12,685	24.7	22.0	6.2	4.7	.0040
Coosa	105,480	17,245	26.8	28.8	9.3	5.3	.0028
Covington	292,106	14,770	29.3	24.1	7.6	4.2	.0113
Crenshaw	86,491	11,000	28.6	16.6	5.7	2.9	.0033
Cullman	564,904	16,356	29.3	25.5	9.0	5.8	.0207
Dallas	355,945	13,156	28.2	19.7	8.2	4.2	.0149
De Kalb	446,613	15,334	27.6	25.2	9.6	4.0	.0151
Escambia	295,113	16,177	26.2	25.9	10.3	5.7	.0115
Fayette	175,612	18,482	24.4	27.3	11.7	7.5	.0056
Franklin	254,526	16,919	25.8	25.8	10.8	6.5	.0092
Geneva	214,553	15,803	25.3	25.5	9.6	5.5	.0068
Greene	67,081	11,368	26.9	14.3	8.1	5.3	.0029
Hale	90,074	11,264	25.2	17.7	5.8	5.2	.0034
Henry	121,881	16,162	28.7	26.3	9.6	4.9	.0043
Jackson	431,775	17,450	28.1	28.0	11.0	4.2	.0149
Lamar	143,253	17,987	26.7	27.9	12.0	5.2	.0049
Lawrence	268,553	18,685	23.2	25.6	14.4	7.4	.0087
Lee	781,608	16,843	24.2	22.2	12.1	8.9	.0279
Limestone	527,286	22,881	22.3	26.8	15.5	13.7	.0167
Lowndes	73,346	11,880	27.9	18.0	5.6	5.0	.0029
Macon	173,741	12,517	26.6	17.7	8.3	6.0	.0063
Marengo	177,040	13,752	23.0	19.0	12.1	5.7	.0070
Marion	287,574	18,378	26.4	29.0	10.9	6.1	.0094
Marshall	573,937	15,578	29.4	24.4	9.2	4.7	.0239
Monroe	181,526	16,343	24.6	24.7	11.5	6.3	.0064
Morgan	951,235	20,602	25.0	28.4	15.1	7.8	.0341
Decatur	488,023	22,604	22.4	27.4	17.5	9.9	.0198
Perry	91,437	11,630	26.2	17.7	7.7	4.1	.0032
Pickens	145,642	14,387	28.9	21.8	9.9	3.5	.0052
Pike	213,409	14,133	26.5	22.3	9.3	4.8	.0084
Randolph	153,752	16,011	27.6	25.5	10.0	4.8	.0055
☐ Russell	377,523	15,660	26.9	24.8	9.7	5.1	.0135
Sumter	117,034	13,470	24.2	19.2	9.8	6.8	.0042
Talladega	672,971	19,048	25.8	26.0	13.8	8.0	.0246
Tallapoosa	328,371	16,711	29.7	26.2	10.1	4.9	.0114
Washington	142,799	20,010	21.6	26.4	16.1	7.5	.0047
Wilcox	88,691	12,368	26.0	16.2	8.7	5.7	.0035
Winston	184,266	15,289	31.5	23.9	8.6	4.5	.0066
TOTAL METRO COUNTIES	**26,888,588**	**20,692**	**24.4**	**26.3**	**14.4**	**10.8**	**.9424**
TOTAL STATE	**39,037,591**	**19,072**	**25.2**	**25.7**	**13.1**	**9.1**	**1.3803**

ALASKA

ALASKA

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANCHORAGE	**239.5**	**.0985**	**28.2**	**13.1**	**24.9**	**22.7**	**10.3**	**88.5**	**2,675,045**	**406,355**	**339,099**	**351,962**	**135,970**	**511,161**	**98,918**
Anchorage	239.5	.0985	28.2	13.1	24.9	22.7	10.3	88.5	2,675,045	406,355	339,099	351,962	135,970	511,161	98,918
• Anchorage	239.5	.0985	28.2	13.1	24.9	22.7	10.3	88.4	2,675,045	406,355	339,099	351,962	135,970	511,161	98,918
OTHER COUNTIES															
Aleutian Islands	7.3	.0030	26.0	23.2	29.2	17.4	6.3	1.6	13,189	7,458	1,675	1,088		99	
Bethel	13.0	.0054	24.0	12.9	19.0	17.3	12.0	3.4	29,528	5,668	828	14,000	143	2,938	
Bristol Bay	1.2	.0005	29.2	18.9	33.0	22.5	8.3	.2	7,667	3,233	2,150		57	727	
Dillingham	5.8	.0023	25.3	13.4	19.9	18.7	12.0	1.8	10,372	5,814	1,667	546	72	1,011	

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ALASKA (cont.)

S&MM ESTIMATES

POPULATION—12/31/86 · RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Fairbanks North Star	69.4	.0286	27.4	15.2	25.9	20.5	9.8	24.4	702,517	129,285	69,370	93,852	31,012	172,707	26,776
Haines	1.8	.0007	30.6	8.3	21.7	23.9	16.4	.6	11,848	3,296	1,025	1,199	55	868	
Juneau	26.0	.0107	29.8	10.5	24.8	23.3	13.8	9.4	237,964	80,577	26,860	574	13,537	25,370	7,651
Kenai Peninsula	44.3	.0182	28.6	10.3	23.0	22.1	13.3	15.4	233,461	70,974	22,725	2,518	6,615	31,986	15,572
Ketchikan Gateway	12.8	.0053	30.0	11.0	20.7	21.9	17.8	4.8	72,448	10,642	10,382	7,975	2,668	7,669	2,103
Kodiak Island	14.2	.0058	27.4	15.7	26.4	19.8	10.1	4.5	63,499	14,018	9,407		1,820	11,375	2,156
Matanuska - Susitna	41.7	.0172	28.9	8.5	22.0	22.7	13.7	14.1	132,932	53,944	11,039	4,141	3,986	8,788	1,110
Nome	7.7	.0031	25.5	12.4	19.1	17.7	14.1	2.2	30,345	15,646	3,323	4,914	750	140	650
North Slope	5.5	.0023	26.5	13.8	22.1	19.8	11.3	1.2	32,274	3,501	27,746	983			
Northwest Arctic	6.0	.0025	23.5	13.1	18.5	15.4	13.3	1.6	23,453	8,262	3,817	6,150		61	
Prince of Wales - Outer Ketchikan	4.8	.0019	27.8	11.5	20.6	21.3	13.8	1.4	16,768	9,843	3,895	261	198	403	
Sitka	8.5	.0035	28.4	12.3	21.7	21.8	13.8	2.6	43,850	19,172	4,961	1,502	2,052	569	1,328
Skagway - Yakutat - Angoon	4.1	.0017	28.4	9.9	23.5	19.6	14.8	1.3	9,922	3,489	1,860	1,748	90	200	
Southeast Fairbanks	7.5	.0031	26.2	14.6	24.5	19.7	8.7	2.1	15,653	6,566	2,220	1,145	96	912	
Valdez - Cordova	9.2	.0038	29.3	11.4	23.9	23.0	13.4	3.3	58,393	19,569	9,439	922	233	4,324	1,104
Wade Hampton	5.5	.0022	21.8	12.8	16.5	15.3	12.3	1.1	11,866	3,526	277	6,587	54	123	
Wrangell - Petersburg	6.6	.0028	29.2	10.8	22.7	20.2	16.7	2.1	30,247	15,350	2,851	603	110	1,502	875
Yukon - Koyukuk	9.3	.0038	27.5	13.2	24.8	19.3	12.1	2.7	44,565	11,629	4,272	6,877	453	1,027	
TOTAL METRO COUNTIES	**239.5**	**.0985**	**28.2**	**13.1**	**24.9**	**22.7**	**10.3**	**88.5**	**2,675,045**	**406,355**	**339,099**	**351,962**	**135,970**	**511,161**	**98,918**
TOTAL STATE	**551.7**	**.2269**	**28.0**	**12.7**	**24.0**	**21.7**	**11.5**	**190.3**	**4,507,806**	**907,817**	**560,888**	**509,547**	**199,971**	**783,960**	**158,243**

ALASKA

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANCHORAGE	**3,865,706**	**34,806**	**17.2**	**22.3**	**18.7**	**31.1**	**.1390**
Anchorage	3,865,706	34,806	17.2	22.3	18.7	31.1	.1390
• Anchorage	3,865,706	34,806	17.2	22.3	18.7	31.1	.1390
OTHER COUNTIES							
Aleutian Islands	132,183	28,154	20.4	26.4	14.9	25.4	.0031
Bethel	102,943	18,625	24.4	18.7	13.6	15.1	.0034
Bristol Bay	16,769	40,500	7.0	21.5	22.0	40.5	.0005
Dillingham	57,590	20,885	20.4	21.1	11.6	18.5	.0015
Fairbanks North Star	1,133,976	34,917	17.8	19.5	16.6	33.3	.0390
Haines	18,639	24,200	24.0	25.5	13.2	18.5	.0009
Juneau	463,471	41,923	12.4	21.5	21.0	38.4	.0146
Kenai Peninsula	624,264	31,389	16.0	20.3	16.8	29.1	.0189
Ketchikan Gateway	199,545	34,426	11.2	24.4	22.7	26.5	.0058
Kodiak Island	203,330	33,138	17.9	21.0	19.2	28.1	.0060
Matanuska - Susitna	447,264	25,170	20.5	26.7	16.4	17.1	.0136
Nome	78,646	22,968	20.3	18.6	13.7	22.3	.0025
North Slope	73,280	39,235	13.8	17.5	19.8	35.5	.0024
Northwest Arctic	56,233	25,074	21.5	23.6	14.0	19.7	.0018
Prince of Wales - Outer Ketchikan	66,968	34,542	15.1	20.9	21.0	28.2	.0020
Sitka	135,820	44,980	11.5	19.8	21.7	40.5	.0038
Skagway - Yakutat - Angoon	48,576	27,852	20.5	21.2	16.8	23.2	.0014
Southeast Fairbanks	74,013	21,441	27.7	19.5	16.0	17.0	.0021
Valdez - Cordova	162,977	35,889	15.1	17.8	14.1	36.8	.0047
Wade Hampton	24,754	14,933	27.9	21.8	8.7	6.7	.0010
Wrangell - Petersburg	78,624	28,304	19.1	29.3	20.4	18.1	.0026
Yukon - Koyukuk	78,874	13,388	21.2	17.2	10.3	11.2	.0030
TOTAL METRO COUNTIES	**3,865,706**	**34,806**	**17.2**	**22.3**	**18.7**	**31.1**	**.1390**
TOTAL STATE	**8,144,445**	**32,624**	**17.5**	**21.8**	**17.8**	**29.1**	**.2736**

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ARIZONA

ARIZ.

S&MM ESTIMATES

POPULATION—12/31/86 · RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,916.2**	**.7878**	**32.0**	**11.7**	**17.9**	**19.0**	**25.7**	**749.0**	**12,339,829**	**2,736,024**	**1,275,148**	**1,367,167**	**766,600**	**2,561,760**	**511,499**
Maricopa	1,916.2	.7878	32.0	11.7	17.9	19.0	25.7	749.0	12,339,829	2,736,024	1,275,148	1,367,167	766,600	2,561,760	511,499
Glendale	128.6	.0529	29.6	11.5	19.9	21.1	18.3	47.1	850,447	159,002	49,149	45,482	31,273	367,499	31,166
• Mesa	236.9	.0974	30.2	11.7	19.9	17.0	23.5	90.8	1,841,043	345,560	143,807	284,566	124,234	436,007	90,182
• Phoenix	933.8	.3839	31.1	11.7	19.1	19.7	22.9	363.3	6,201,822	1,382,728	676,588	767,184	442,189	1,061,764	247,391
• Scottsdale	113.2	.0465	37.8	10.6	14.2	23.5	30.1	47.6	1,304,288	224,884	152,652	136,146	69,381	381,206	47,950
• Tempe	134.8	.0554	27.7	21.5	21.1	19.7	14.8	50.9	1,071,740	238,084	134,387	81,409	40,458	209,533	43,251
SUBURBAN TOTAL	497.5	.2046	35.8	9.2	14.7	17.2	33.7	196.4	1,920,936	544,768	167,714	97,862	90,338	473,250	82,725
TUCSON	**616.6**	**.2535**	**31.9**	**12.7**	**18.4**	**18.1**	**26.1**	**244.7**	**3,405,661**	**756,105**	**376,925**	**460,043**	**216,277**	**693,961**	**142,840**
Pima	616.6	.2535	31.9	12.7	18.4	18.1	26.1	244.7	3,405,661	756,105	376,925	460,043	216,277	693,961	142,840

ARIZ. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Tucson	377.9	.1554	31.0	14.9	19.3	16.7	25.6	154.9	2,784,358	558,912	293,755	377,726	195,340	658,189	114,888
SUBURBAN TOTAL	238.7	.0981	33.5	9.2	17.0	20.4	27.1	89.8	621,303	197,193	83,170	82,317	20,937	35,772	27,952
OTHER COUNTIES															
Apache	58.5	.0240	23.0	11.2	15.5	17.1	14.2	15.2	102,163	36,336	5,804	16,370	509	6,233	3,756
Cochise	98.3	.0404	31.4	10.5	16.4	19.2	24.9	35.4	341,059	95,789	33,482	40,591	12,789	72,078	12,640
Coconino	90.7	.0373	25.2	18.6	19.6	16.9	13.8	29.0	563,817	115,713	79,871	64,225	15,837	73,540	19,170
Gila	39.2	.0162	33.4	8.5	14.6	18.2	29.4	14.7	171,334	67,734	14,828	14,218	2,150	26,817	7,327
Graham	25.0	.0102	28.8	11.0	15.7	18.0	22.2	7.5	134,361	37,420	7,543	16,431	3,885	23,639	7,508
Greenlee	10.1	.0042	27.9	9.4	17.3	18.1	19.7	3.4	21,761	11,297	1,344	1,313	671	2,060	1,000
La Paz	14.3	.0059	31.3	10.8	15.0	18.1	26.4	5.7	33,894	10,481	3,381	935	1,057	3,746	1,096
Mohave	75.8	.0312	38.7	7.8	13.5	18.3	36.6	31.4	431,454	113,137	37,499	32,058	9,769	94,167	12,217
Navajo	75.8	.0312	25.2	10.3	15.8	18.1	16.5	22.3	273,989	89,688	26,506	24,956	4,048	34,264	7,387
Pinal	104.7	.0430	30.6	10.5	16.1	18.1	24.8	35.4	376,124	118,181	32,622	25,258	7,825	51,421	21,976
Santa Cruz	24.6	.0102	29.6	9.0	15.7	18.5	23.1	7.9	171,119	43,864	15,114	25,991	5,666	21,684	9,447
Yavapai	90.3	.0371	40.6	7.6	13.4	17.2	39.8	38.4	442,246	124,454	41,594	54,434	14,443	61,365	15,652
Yuma	87.3	.0359	30.2	12.5	15.7	17.5	24.9	30.7	462,985	105,384	52,810	52,324	17,573	101,338	22,564
Yuma	45.8	.0188	29.0	15.1	17.7	17.6	21.7	16.2	327,731	68,395	37,474	45,904	14,404	83,386	18,006
TOTAL METRO COUNTIES	**2,532.8**	**1.0413**	**32.0**	**11.9**	**18.0**	**18.8**	**25.8**	**993.7**	**15,745,490**	**3,492,129**	**1,652,073**	**1,827,210**	**983,877**	**3,255,721**	**654,339**
TOTAL STATE	**3,327.4**	**1.3681**	**31.6**	**11.7**	**17.4**	**18.6**	**25.6**	**1,270.7**	**19,271,796**	**4,461,607**	**2,004,471**	**2,196,314**	**1,079,099**	**3,828,073**	**796,079**

ARIZ.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PHOENIX	**24,437,272**	**25,673**	**22.9**	**28.5**	**17.5**	**15.7**	**.8181**
Maricopa	24,437,272	25,673	22.9	28.5	17.5	15.7	.8181
Glendale	1,537,156	27,948	21.4	28.6	20.3	15.8	.0536
• Mesa	2,849,213	25,974	23.3	29.6	19.1	13.7	.1047
• Phoenix	11,589,997	25,165	23.0	28.6	17.4	14.8	.3972
• Scottsdale	1,889,577	32,154	18.7	24.9	19.8	25.6	.0675
• Tempe	1,772,033	28,710	20.3	27.0	19.8	18.8	.0626
SUBURBAN TOTAL	6,336,452	24,401	24.4	28.7	16.0	15.1	.1861
TUCSON	**6,788,082**	**20,998**	**27.0**	**27.5**	**14.0**	**10.8**	**.2337**
Pima	6,788,082	20,998	27.0	27.5	14.0	10.8	.2337
• Tucson	3,836,253	18,976	29.1	27.2	12.5	7.6	.1520
SUBURBAN TOTAL	2,951,829	25,681	23.5	27.7	16.7	16.2	.0817
OTHER COUNTIES							
Apache	334,992	16,492	24.6	22.4	11.8	7.7	.0125
Cochise	845,695	17,816	32.1	26.2	11.4	6.3	.0292
Coconino	812,033	21,319	25.3	28.2	14.8	10.1	.0325
Gila	378,120	20,589	24.5	26.3	16.0	8.8	.0130
Graham	161,881	15,692	31.2	24.1	8.6	5.9	.0076
Greenlee	96,351	27,583	19.3	38.0	18.9	8.3	.0029
La Paz	103,247	12,960	34.9	17.4	7.2	3.5	.0036
Mohave	703,827	16,874	32.0	25.6	10.2	5.7	.0268
Navajo	565,856	19,693	23.3	25.2	14.1	10.2	.0213
Pinal	859,007	19,258	28.1	30.7	10.7	6.7	.0306
Santa Cruz	214,377	19,927	29.6	27.1	12.6	10.2	.0092
Yavapai	909,061	17,465	31.1	25.8	10.7	6.7	.0317
Yuma	770,012	18,643	31.7	26.8	12.2	7.3	.0295
Yuma	439,587	20,512	29.4	28.2	15.3	7.8	.0178
TOTAL METRO COUNTIES	**31,225,354**	**24,446**	**23.9**	**28.2**	**16.7**	**14.5**	**1.0518**
TOTAL STATE	**37,979,813**	**22,948**	**25.0**	**27.9**	**15.6**	**13.0**	**1.3022**

ARKANSAS

ARK.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE - SPRINGDALE	**107.1**	**.0440**	**30.2**	**16.9**	**17.6**	**18.3**	**23.3**	**40.0**	**649,750**	**132,350**	**64,128**	**131,821**	**25,729**	**117,490**	**12,436**
Washington	107.1	.0440	30.2	16.9	17.6	18.3	23.3	40.0	649,750	132,350	64,128	131,821	25,729	117,490	12,436
• Fayetteville	39.9	.0164	26.3	29.9	19.0	14.1	19.4	15.3	420,739	86,232	48,637	100,962	15,126	80,302	8,795
• Springdale	25.9	.0106	32.1	10.2	17.9	19.9	24.9	9.7	211,131	44,032	15,454	29,785	10,328	36,413	3,344
SUBURBAN TOTAL	41.3	.0170	33.4	8.5	16.3	21.5	25.9	15.0	17,880	2,086	37	1,074	275	775	297
FORT SMITH	**180.0**	**.0741**	**32.8**	**9.7**	**16.2**	**19.6**	**26.9**	**66.6**	**891,779**	**170,824**	**86,994**	**130,600**	**41,521**	**168,457**	**22,839**
Crawford	43.0	.0177	32.3	9.3	16.4	20.3	25.2	14.9	103,013	23,704	11,858	17,218	5,314	16,619	3,111
Sebastian	100.8	.0415	33.0	10.3	16.8	19.1	27.6	39.3	701,757	119,495	70,401	102,135	32,905	136,688	18,209
• Fort Smith	75.0	.0308	33.2	10.5	17.1	18.4	28.6	30.1	672,160	106,879	68,429	101,271	32,383	134,341	17,709
Sequoyah, Okla.	*36.2*	*.0149*	*33.1*	*8.9*	*14.1*	*20.4*	*27.0*	*12.4*	*87,009*	*27,625*	*4,735*	*11,247*	*3,302*	*15,150*	*1,519*
SUBURBAN TOTAL	105.0	.0433	32.5	9.2	15.6	20.4	25.7	36.5	219,619	63,945	18,565	29,329	9,138	34,116	5,130
LITTLE ROCK - NORTH LITTLE ROCK	**508.9**	**.2093**	**30.9**	**11.7**	**18.7**	**19.3**	**23.0**	**185.7**	**3,159,547**	**646,249**	**295,163**	**431,043**	**154,922**	**658,235**	**72,795**
Faulkner	54.1	.0222	29.8	16.9	15.8	17.7	24.0	18.9	239,272	47,232	25,387	26,585	11,894	36,139	5,184
Lonoke	38.8	.0160	32.0	9.2	15.3	20.9	24.5	13.3	131,017	42,117	3,464	13,145	2,000	32,395	6,169
Pulaski	358.0	.1472	30.8	11.5	19.8	18.8	22.8	133.9	2,624,550	509,832	258,295	371,077	135,351	550,006	55,187
• Jacksonville	29.0	.0119	25.4	18.0	21.8	18.2	10.9	9.4	161,615	35,649	18,513	22,665	6,653	40,738	4,127
• Little Rock	184.5	.0759	31.3	11.3	20.6	17.8	24.6	71.5	1,672,070	297,676	179,554	225,071	100,566	363,333	35,675
• North Little Rock	66.2	.0272	33.3	10.5	17.7	18.3	28.6	25.7	706,362	146,043	55,381	122,897	25,131	129,751	13,173
Saline	58.0	.0239	32.3	9.1	17.5	22.9	22.3	19.6	164,708	47,068	8,017	20,236	5,677	39,695	6,255
SUBURBAN TOTAL	229.2	.0943	30.7	11.4	17.4	20.9	21.6	79.1	619,500	166,881	41,715	60,410	22,572	124,413	19,820

ARK. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PINE BLUFF	**89.9**	**.0370**	**31.0**	**11.9**	**15.8**	**17.1**	**26.6**	**30.7**	**457,681**	**107,905**	**31,904**	**63,686**	**19,249**	**87,775**	**12,909**
Jefferson	89.9	.0370	31.0	11.9	15.8	17.1	26.6	30.7	457,681	107,905	31,904	63,686	19,249	87,775	12,909
• Pine Bluff	69.0	.0284	31.6	12.3	15.5	15.5	29.2	24.7	451,560	106,666	31,266	63,370	18,825	87,740	12,871
SUBURBAN TOTAL	20.9	.0086	29.4	10.5	16.7	22.5	18.2	6.0	6,121	1,239	638	316	424	35	38
TEXARKANA	**121.6**	**.0500**	**33.1**	**9.3**	**16.1**	**18.2**	**28.8**	**44.7**	**772,662**	**165,909**	**66,154**	**109,582**	**34,092**	**145,519**	**24,683**
Miller	38.9	.0160	32.6	9.3	16.0	17.4	28.7	14.1	192,433	68,037	19,318	11,716	8,195	9,250	9,567
• Texarkana	22.3	.0092	34.0	9.4	15.6	16.2	32.2	8.5	184,936	66,959	18,021	11,675	8,057	9,011	9,551
Bowie, Tex.	*82.7*	*.0340*	*33.4*	*9.2*	*16.2*	*18.6*	*28.8*	*30.6*	*580,229*	*97,872*	*46,836*	*97,866*	*25,897*	*136,269*	*15,116*
• *Texarkana*	*34.3*	*.0141*	*33.5*	*9.9*	*16.2*	*15.5*	*32.1*	*13.4*	*443,415*	*63,238*	*33,878*	*84,710*	*22,889*	*113,671*	*11,199*
SUBURBAN TOTAL	65.0	.0267	32.6	8.9	16.3	20.3	25.8	22.8	144,311	35,712	14,255	13,197	3,146	22,837	3,933
OTHER COUNTIES															
Arkansas	22.7	.0093	34.2	9.5	15.4	18.2	30.6	8.6	104,762	28,893	5,603	13,750	3,976	13,901	2,787
Ashley	26.6	.0110	32.5	9.0	14.9	19.4	26.9	9.3	78,290	21,108	4,164	11,468	2,818	16,998	3,737
Baxter	32.4	.0133	47.3	5.8	11.3	15.7	47.6	13.5	141,066	33,114	9,510	22,376	9,284	21,421	7,632
Benton	91.8	.0377	35.8	9.4	14.6	18.6	32.5	34.6	382,849	94,490	24,428	56,029	22,677	74,799	7,895
Boone	29.5	.0122	36.1	8.9	14.9	18.9	32.7	11.3	158,999	37,616	12,277	25,587	6,784	31,878	6,148
Bradley	13.7	.0056	37.4	8.7	12.5	17.6	35.3	5.2	47,202	14,007	2,380	4,212	1,132	7,133	2,523
Calhoun	6.1	.0025	35.4	10.8	13.0	17.5	32.9	2.2	12,860	4,642	376	147	413	1,805	443
Carroll	18.3	.0075	39.5	7.4	14.1	18.8	37.3	7.6	83,310	26,485	7,875	7,108	2,438	10,869	1,802
Chicot	17.1	.0070	31.4	9.3	12.5	15.2	30.3	5.8	54,390	17,405	3,086	2,686	642	11,506	2,220
Clark	23.3	.0096	32.0	17.0	14.1	16.4	29.3	8.1	129,264	24,388	12,076	19,107	2,766	33,947	4,025
Clay	20.2	.0083	38.6	7.9	12.6	19.0	36.0	7.8	47,316	15,058	3,282	7,033	973	7,977	3,057
Cleburne	20.5	.0085	39.8	7.6	12.0	20.2	36.7	7.9	62,362	11,258	3,307	10,878	1,878	16,062	1,533
Cleveland	8.1	.0033	35.4	8.2	14.3	19.8	30.8	2.9	6,232	1,480	400		142	330	382
Columbia	26.5	.0109	34.2	12.2	13.2	17.6	31.4	9.7	112,394	24,222	8,794	20,294	8,591	15,732	4,150
Conway	20.0	.0082	34.0	9.3	13.8	18.0	30.7	7.1	140,672	30,227	6,577	20,268	4,619	42,003	2,944
Craighead	66.0	.0271	31.0	14.4	17.0	19.0	24.3	23.8	438,387	88,545	44,797	74,098	18,853	69,305	15,271
☐ Crittenden	50.1	.0206	28.8	10.5	15.5	18.2	22.3	16.7	402,722	72,297	23,841	31,565	12,182	77,985	11,771
• West Memphis	27.8	0114	29.3	10.8	17.0	19.2	21.2	9.7	306,640	56,242	20,861	29,145	9,174	70,820	9,924
Cross	20.2	.0083	30.6	9.7	15.1	17.6	25.8	6.8	78,516	25,797	4,712	11,235	1,832	11,652	1,428
Dallas	10.7	.0044	35.1	8.7	14.2	17.4	32.7	4.0	41,614	10,373	2,331	6,632	1,605	8,295	1,228
Desha	19.3	.0080	30.4	10.1	14.7	15.8	27.4	6.6	152,710	31,637	4,887	23,105	3,635	59,280	2,945
Drew	18.5	.0076	31.3	12.7	15.2	18.0	26.4	6.5	63,223	14,208	4,206	9,266	2,436	12,841	1,914
Franklin	16.3	.0067	34.9	9.2	14.4	18.9	31.0	5.9	41,771	12,522	3,552	4,903	921	7,629	1,749
Fulton	10.7	.0044	39.7	7.2	13.1	17.7	38.1	4.4	21,963	7,126	1,953	2,100	1,345	2,048	1,616

ARKANSAS-
LITTLE ROCK/NORTH LITTLE ROCK MSA DEMOGRAPHICS

Which Newspaper Delivers Consumer Buying Power?

(HOUSEHOLD INCOME)

Arkansas Democrat
Reader Profile
Under $10,000
13,000
$10,000 to $50,000
101,000
Over $50,000
22,000
Median Household Income
$26,548

Arkansas Gazette
Reader Profile
Under $10,000
21,000
$10,000 to $50.00
101,000
Over $50.000
24,000
Median Household Income
$24,209

The Choice is Clear

For more Demographic data contact Dick E. Browning, National Advertising Manager (501) 378-3447

Arkansas Democrat

Figures taken from continuing market survey conducted by Belden and Associates of Dallas in November, 1985
Representative Nationally by Branham Newspaper Sales

ARK. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Garland	76.4	.0314	39.3	8.3	14.0	17.8	37.6	31.6	457,681	90,473	59,464	81,982	15,505	85,150	13,099
Grant	14.0	.0058	34.2	9.0	15.0	22.1	26.7	5.0	34,50[illegible]	9,090	2,472	5,958	497	4,102	1,959
Greene	32.5	.0134	34.2	9.5	15.5	19.6	29.2	12.2	132,165	26,324	11,554	21,846	6,511	20,376	4,669
Hempstead	24.2	.0099	35.4	8.6	13.8	18.5	32.1	8.6	82,738	26,040	6,295	10,327	2,526	12,845	2,447
Hot Spring	28.2	.0116	34.6	8.9	15.3	19.2	30.2	10.5	96,139	21,388	7,325	11,815	2,888	22,861	2,264
Howard	14.0	.0058	35.2	8.6	14.2	17.1	33.1	5.1	69,649	15,339	3,006	11,355	2,328	19,879	2,504
Independence	32.7	.0134	33.9	9.7	15.9	19.6	28.6	11.9	121,043	29,627	7,423	17,141	5,438	21,399	3,343
Izard	11.2	.0046	44.5	6.2	11.9	16.3	44.8	4.4	34,471	12,252	679	1,338	395	10,128	1,496
Jackson	20.7	.0085	34.6	9.0	14.6	18.5	30.9	7.7	101,612	27,524	9,512	11,144	3,524	16,675	3,595
Johnson	18.9	.0077	36.2	9.4	13.8	17.8	33.7	7.1	60,995	18,154	2,784	7,390	2,902	16,443	1,879
Lafayette	9.9	.0041	34.9	8.1	13.1	17.0	32.8	3.6	27,822	10,705	954	1,754	1,031	2,873	1,353
Lawrence	18.7	.0077	36.0	9.6	13.9	18.3	32.9	7.2	78,313	16,996	4,221	6,179	2,753	23,864	2,953
Lee	15.3	.0063	30.9	8.9	12.3	15.7	29.2	5.1	38,088	11,544	2,960	2,631	962	7,083	2,474
Lincoln	12.9	.0053	31.9	11.5	18.5	18.3	26.0	3.6	27,566	9,467	328	633	304	8,359	1,021
Little River	14.8	.0061	32.1	9.1	15.3	18.9	26.6	5.0	38,890	12,306	1,706	5,003	806	11,439	1,222
Logan	21.5	.0088	35.8	8.3	13.6	18.0	33.0	7.6	69,973	14,378	4,750	10,308	1,910	24,496	2,498
Madison	12.2	.0050	35.9	7.9	14.9	19.1	32.2	4.6	31,467	9,435	1,991	4,183	1,861	2,584	1,004
Marion	13.0	.0053	40.3	6.5	12.6	17.3	39.5	5.0	11,675	6,987	755	141	153	871	509
Mississippi	57.5	.0237	29.4	11.7	15.9	17.1	23.9	19.5	234,857	51,878	16,610	42,087	8,391	54,271	8,163
Monroe	12.4	.0051	33.6	8.8	12.9	16.2	32.0	4.5	60,100	15,008	6,278	8,731	1,713	9,147	1,405
Montgomery	8.5	.0035	39.2	8.0	13.3	19.1	36.5	3.4	18,525	5,007	1,731	1,189	571	2,787	379
Nevada	10.9	.0045	35.7	8.6	13.5	16.6	34.3	3.8	32,157	9,520	1,419	3,135	2,049	7,390	1,205
Newton	8.4	.0034	33.7	8.2	16.0	19.5	28.4	3.0	6,422	2,692	825		139	195	225
Ouachita	33.2	.0137	35.4	8.9	14.6	17.7	32.8	12.5	198,163	50,289	13,383	22,871	9,522	41,730	7,899
Perry	8.3	.0034	34.8	7.9	14.4	19.2	30.5	2.9	10,014	4,777	505		125	713	413
Phillips	32.9	.0135	30.4	9.3	12.9	16.4	27.6	11.1	150,739	37,623	6,563	17,571	4,807	44,216	5,994
Pike	10.9	.0045	35.9	9.0	14.0	18.9	32.3	4.1	31,451	11,024	1,068	2,169	755	5,334	1,372
Poinsett	26.1	.0107	33.3	9.3	14.8	19.4	28.1	9.3	81,483	17,981	5,710	8,841	2,953	11,341	6,541
Polk	18.2	.0075	37.9	7.6	12.5	19.3	34.8	6.6	71,568	18,701	4,150	11,425	2,525	16,420	2,599
Pope	44.1	.0181	32.0	12.4	15.9	19.8	25.4	16.2	307,724	63,974	25,110	40,152	13,237	79,356	8,116
Prairie	9.6	.0040	34.9	9.0	14.0	18.8	31.0	3.7	30,021	6,414	1,734	470	636	7,958	1,712
Randolph	17.2	.0070	35.5	8.4	13.9	19.1	31.5	6.5	42,337	14,351	3,000	3,373	2,117	8,234	1,291
St. Francis	30.1	.0124	29.5	9.5	14.7	16.8	25.1	9.9	135,339	29,771	10,232	13,922	5,422	15,876	4,459
Scott	10.4	.0042	37.4	8.0	12.6	20.7	33.0	4.0	23,439	3,920	2,017	6,467	856	4,802	1,521
Searcy	9.0	.0037	37.6	7.6	13.8	18.7	34.7	3.6	17,082	4,832	945	1,278	568	2,103	1,165
Sevier	14.8	.0061	35.1	8.3	14.6	19.4	30.7	5.5	40,042	4,396	3,271	8,956	599	6,765	3,380
Sharp	16.2	.0066	42.9	7.1	11.5	15.6	42.9	6.4	26,830	6,142	2,690	3,942	2,693	3,429	828
Stone	9.8	.0041	36.7	7.5	14.4	20.5	32.1	3.6	29,104	6,468	2,002	4,021	634	9,366	470
Union	49.7	.0204	34.8	9.2	14.9	17.4	32.3	18.5	248,617	58,978	17,899	17,860	14,227	54,678	10,172
Van Buren	15.7	.0065	40.3	6.7	12.7	17.5	38.9	6.1	42,809	14,363	2,619	1,069	1,360	11,835	1,644
White	54.0	.0222	32.9	12.7	14.3	18.9	28.0	19.1	239,541	53,181	16,936	20,771	8,009	78,690	8,469
Woodruff	10.5	.0043	33.3	8.9	13.9	15.7	31.9	3.8	28,644	7,563	1,033	981	890	7,121	1,822
Yell	18.1	.0075	37.0	8.5	13.7	19.2	33.5	6.8	44,977	7,409	3,047	5,518	1,031	7,539	2,570
TOTAL METRO COUNTIES	**938.7**	**.3861**	**31.1**	**11.9**	**17.7**	**18.9**	**24.1**	**341.4**	**5,666,903**	**1,170,037**	**516,613**	**759,184**	**258,496**	**1,104,042**	**140,798**
TOTAL STATE	**2,404.8**	**.9888**	**33.1**	**10.5**	**15.7**	**18.3**	**28.5**	**881.2**	**11,733,826**	**2,618,929**	**966,142**	**1,399,393**	**496,379**	**2,384,176**	**352,330**

ARK.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**1,080,976**	**19,299**	**28.4**	**27.5**	**11.3**	**9.3**	**.0401**
Washington	1,080,976	19,299	28.4	27.5	11.5	9.3	.0401
• Fayetteville	413,330	16,976	28.6	22.1	10.3	10.6	.0188
• Springdale	276,663	22,308	26.5	31.8	14.9	9.0	.0111
SUBURBAN TOTAL	390,983	19,567	29.5	30.1	10.5	8.2	.0102
FORT SMITH	**1,832,275**	**19,639**	**27.3**	**27.3**	**12.7**	**9.1**	**.0636**
Crawford	394,068	20,510	26.0	31.0	12.6	7.8	.0122
Sebastian	1,199,357	21,391	26.3	27.3	14.6	11.4	.0426
• Fort Smith	940,174	21,466	26.2	26.6	14.4	12.4	.0356
Sequoyah, Okla.	*238,850*	*14,182*	*32.3*	*22.5*	*6.7*	*3.5*	*.0088*
SUBURBAN TOTAL	892,101	18,278	28.2	27.8	11.3	6.4	.0280
LITTLE ROCK - NORTH LITTLE ROCK	**5,993,371**	**23,700**	**24.0**	**27.8**	**16.1**	**14.1**	**.2067**
Faulkner	565,341	21,816	25.7	27.6	15.4	11.1	.0187
Lonoke	317,159	17,751	27.2	26.6	11.8	5.9	.0112
Pulaski	4,546,925	24,709	23.4	27.5	16.4	16.2	.1592
• Jacksonville	305,885	23,561	29.5	34.0	15.4	10.8	.0108
• Little Rock	2,517,730	24,466	23.4	26.3	15.6	17.5	.0914
• North Little Rock	842,395	24,355	22.3	26.7	15.6	16.7	.0339
Saline	563,946	23,442	23.7	31.8	17.7	8.0	.0176
SUBURBAN TOTAL	2,327,361	22,884	24.3	28.9	16.8	10.6	.0706

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
PINE BLUFF	**799,560**	**18,556**	**24.5**	**24.1**	**12.8**	**10.1**	**.0301**
Jefferson	799,560	18,556	24.5	24.1	12.8	10.1	.0301
• Pine Bluff	626,071	17,527	24.9	23.2	11.7	9.8	.0254
SUBURBAN TOTAL	173,489	23,475	23.1	27.9	17.2	11.1	.0047
TEXARKANA	**1,183,138**	**19,725**	**24.5**	**26.6**	**13.7**	**9.1**	**.0455**
Miller	374,821	19,844	23.9	27.0	13.6	9.0	.0134
• Texarkana	221,706	19,038	24.9	26.2	13.1	8.6	.0093
Bowie, Tex.	*808,[illegible]17*	*19,675*	*24.8*	*26.4*	*13.7*	*9.2*	*.0321*
• *Texarkana*	*335,[illegible]*	*17,865*	*26.3*	*24.3*	*11.5*	*8.8*	*.0175*
SUBURBAN TOTAL	[illegible]	21,266	23.4	28.0	15.2	9.5	.0187
OTHER COUNTIES							
Arkansas	209,756	16,558	28.3	23.4	9.8	8.2	.0074
Ashley	237,730	19,329	20.9	25.7	14.7	8.6	.0078
Baxter	344,670	19,018	33.2	29.4	11.2	6.5	.0113
Benton	980,741	21,344	28.2	31.1	13.3	9.2	.0318
Boone	256,264	15,883	33.0	23.5	8.5	6.1	.0100
Bradley	112,840	15,553	24.9	24.3	9.9	5.2	.0040
Calhoun	54,293	17,721	23.9	25.3	13.7	6.2	.0016
Carroll	158,652	15,375	33.5	23.5	7.6	4.8	.0059
Chicot	105,780	11,086	26.8	16.4	5.0	5.6	.0042

ARK. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Clark	191,997	15,559	27.1	23.9	10.6	5.5	.0077
Clay	153,367	13,458	32.7	20.4	6.7	3.5	.0053
Cleburne	180,774	16,611	31.2	24.9	8.2	6.9	.0061
Cleveland	67,751	16,739	26.9	23.3	13.6	6.1	.0018
Columbia	280,265	19,408	24.4	24.1	13.2	11.4	.0092
Conway	179,385	18,394	24.8	25.8	12.0	8.6	.0075
Craighead	622,271	18,718	29.1	27.7	11.1	7.6	.0248
☐ Crittenden	395,451	16,230	25.7	23.1	12.0	6.6	.0189
• West Memphis	250,367	18,727	24.8	26.2	13.6	7.3	.0127
Cross	157,897	16,144	29.6	25.2	8.7	5.7	.0059
Dallas	98,682	17,284	28.7	26.9	9.5	6.3	.0035
Desha	154,922	14,488	27.3	18.8	11.4	7.2	.0073
Drew	164,177	17,754	26.8	23.0	13.4	8.0	.0055
Franklin	149,344	19,362	28.2	29.1	12.1	7.1	.0048
Fulton	72,468	12,470	36.5	18.0	3.6	1.7	.0025
Garland	864,372	18,938	26.9	25.6	12.3	9.9	.0300
Grant	134,025	20,943	21.9	29.5	13.7	8.8	.0042
Greene	306,930	18,776	28.5	27.7	12.4	6.4	.0105
Hempstead	195,688	16,076	27.5	25.3	11.2	5.3	.0070
Hot Spring	258,214	18,421	26.4	26.1	13.8	6.2	.0085
Howard	117,877	16,890	27.3	27.0	10.0	5.1	.0046
Independence	292,549	18,354	29.4	27.3	11.9	6.5	.0100
Izard	87,653	14,440	32.0	23.3	6.9	3.8	.0031
Jackson	173,659	15,467	29.4	22.8	8.2	6.4	.0067
Johnson	151,486	14,918	31.9	23.8	7.0	4.4	.0053
Lafayette	82,051	15,169	24.9	20.1	11.1	8.1	.0028
Lawrence	149,236	14,527	30.6	22.7	7.4	4.4	.0056
Lee	93,316	11,417	27.7	16.6	6.4	4.2	.0037
Lincoln	83,071	15,097	27.8	21.7	9.5	5.5	.0030
Little River	135,508	19,149	22.2	24.3	12.1	12.0	.0042
Logan	177,967	16,145	30.9	23.0	9.5	6.8	.0061
Madison	89,180	14,754	32.9	25.0	6.7	2.2	.0031
Marion	109,532	15,152	32.0	23.4	7.4	6.3	.0033
Mississippi	469,522	16,894	30.3	24.8	10.1	6.5	.0173
Monroe	82,273	11,758	26.4	17.9	6.4	4.6	.0037
Montgomery	69,493	15,065	32.3	24.5	7.5	3.7	.0023
Nevada	78,413	14,250	31.3	20.9	8.5	3.9	.0028
Newton	46,280	11,286	33.6	16.9	4.2	1.4	.0015
Ouachita	305,895	17,253	25.9	23.1	12.5	7.9	.0120
Perry	61,062	15,868	29.7	27.4	9.1	2.9	.0019
Phillips	221,336	12,271	24.7	19.0	8.5	5.0	.0094
Pike	73,113	12,776	32.9	19.4	5.7	2.9	.0029
Poinsett	203,654	15,155	31.1	23.4	6.6	6.0	.0071
Polk	137,280	13,888	33.0	20.1	6.5	4.2	.0053
Pope	392,219	17,282	29.0	25.5	10.7	6.7	.0164
Prairie	70,071	13,036	30.6	19.6	5.6	4.4	.0025
Randolph	135,932	15,030	32.0	24.5	7.1	4.3	.0045
St. Francis	217,052	14,199	26.3	22.7	8.2	6.1	.0088
Scott	81,192	14,064	34.0	21.5	6.7	4.1	.0027
Searcy	50,006	9,597	30.4	12.1	3.8	1.5	.0020
Sevier	130,743	17,975	26.5	26.3	12.8	6.4	.0042
Sharp	133,609	14,773	34.7	22.1	6.1	5.0	.0041
Stone	62,619	11,722	31.9	15.4	7.4	2.5	.0026
Union	463,433	17,311	24.9	23.7	12.1	8.3	.0167
Van Buren	109,919	13,616	34.0	20.6	5.4	2.8	.0041
White	444,890	16,547	29.4	25.4	9.9	5.8	.0169
Woodruff	70,343	12,137	28.5	20.5	4.6	3.8	.0025
Yell	154,101	16,360	30.6	24.8	9.1	5.7	.0050
TOTAL METRO COUNTIES	**10,237,604**	**21,769**	**24.9**	**27.4**	**14.6**	**12.0**	**.3640**
TOTAL STATE	**22,938,394**	**18,352**	**27.3**	**25.5**	**11.8**	**8.7**	**.8208**

The Gazette's Circulation Is Growing.
And So Is Its Lead.

17% More Sunday Circulation

66% More Daily Circulation

Sunday Net Paid Circulation
185,311 Gazette
158,011 Democrat

Daily Net Paid Circulation
136,814 Gazette
82,156 Democrat

Gazette LEAD 27,300 54,658

Arkansas Gazette.

Source: As filed with the Audit Bureau of Circulations six months Publisher's Statement ending March 31, 1987, subject to audit. As shown in ABC's FasFax report

CALIFORNIA

CAL. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM - SANTA ANA	**2,177.3**	**.8952**	**31.7**	**12.5**	**19.1**	**21.8**	**21.8**	**773.8**	**16,116,999**	**2,893,549**	**1,818,722**	**1,919,470**	**872,945**	**3,977,853**	**488,378**
Orange	2,177.3	.8952	31.7	12.5	19.1	21.8	21.8	773.8	16,116,999	2,893,549	1,818,722	1,919,470	872,945	3,977,853	488,378
• Anaheim	243.6	.1002	31.0	13.8	19.6	20.1	22.1	88.9	1,857,245	338,420	279,480	232,449	138,586	366,494	57,575
Buena Park	68.1	.0280	30.5	13.7	17.6	22.1	20.0	22.8	684,609	101,676	48,975	91,468	19,873	240,428	31,913
Costa Mesa	89.6	.0368	31.2	15.8	23.2	19.8	21.3	35.6	1,471,465	132,294	108,485	223,071	72,874	469,284	15,704
Cypress	43.6	.0179	31.5	11.7	15.0	28.2	16.5	13.6	165,039	44,986	23,770	14,346	5,903	37,504	6,296
Fountain Valley	56.1	.0231	31.7	9.4	15.4	30.1	14.8	16.5	346,500	105,042	34,678	63,433	24,706	17,651	12,924
Fullerton	111.7	.0459	31.8	14.9	19.1	20.1	23.7	41.5	839,537	152,260	95,196	126,910	30,351	243,515	30,921
Garden Grove	135.2	.0556	31.0	12.9	18.4	20.7	22.1	46.1	847,507	203,091	93,712	60,653	36,394	233,704	29,624
Huntington Beach	187.7	.0772	30.9	12.6	20.6	23.9	17.7	67.5	1,241,548	227,827	114,297	179,349	89,103	286,274	40,155
Irvine	87.4	.0359	30.6	10.9	24.0	26.0	13.3	30.8	595,758	117,848	76,350	3,448	11,122	286,863	18,698
La Habra	49.4	.0203	32.0	13.3	17.8	19.8	24.8	18.2	320,478	51,294	35,480	30,738	24,876	78,824	18,967
Newport Beach	68.8	.0283	37.9	12.0	18.0	24.0	31.0	30.6	854,031	110,691	156,136	102,639	19,471	237,764	20,405
Orange	101.8	.0419	31.5	12.4	18.4	22.0	21.5	35.3	1,034,452	136,658	111,756	147,039	60,088	240,261	26,392
• Santa Ana	232.1	.0954	28.4	14.2	21.4	17.3	18.6	73.2	1,657,006	291,604	156,897	135,800	122,823	505,763	46,838
Westminster	76.0	.0312	31.7	11.7	17.4	22.8	21.5	25.9	713,255	117,456	42,493	121,393	46,430	201,401	14,023
SUBURBAN TOTAL	1,701.6	.6996	32.3	12.0	18.8	22.7	22.2	611.7	12,602,748	2,263,525	1,382,345	1,551,221	611,536	3,105,596	383,965
BAKERSFIELD	**493.8**	**.2031**	**30.7**	**11.3**	**17.7**	**18.7**	**23.6**	**176.0**	**2,792,087**	**640,597**	**287,898**	**258,709**	**138,529**	**671,076**	**94,733**
Kern	493.8	.2031	30.7	11.3	17.7	18.7	23.6	176.0	2,792,087	640,597	287,898	258,709	138,529	671,076	94,733
• Bakersfield	151.8	.0624	30.1	12.3	20.6	18.2	21.7	57.9	1,569,026	225,727	151,132	212,785	104,131	500,817	58,357
SUBURBAN TOTAL	342.0	.1407	31.0	10.9	16.2	19.0	24.4	118.1	1,223,061	414,870	136,766	45,924	34,398	170,259	36,376
CHICO	**170.7**	**.0702**	**33.5**	**14.0**	**17.3**	**16.0**	**31.4**	**69.0**	**992,369**	**267,854**	**95,675**	**100,777**	**45,950**	**186,546**	**55,035**
Butte	170.7	.0702	33.5	14.0	17.3	16.0	31.4	69.0	992,369	267,854	95,675	100,777	45,950	186,546	55,035
• Chico	31.5	.0130	25.2	33.4	20.6	11.9	18.0	12.8	421,839	104,254	51,488	19,271	29,162	91,774	14,180
SUBURBAN TOTAL	139.2	.0572	36.1	9.7	16.5	17.0	34.4	56.2	570,530	163,600	44,187	81,506	16,788	94,772	40,855
FRESNO	**588.8**	**.2421**	**30.6**	**12.2**	**18.1**	**18.4**	**23.7**	**210.8**	**3,235,826**	**667,657**	**282,093**	**340,286**	**172,770**	**814,542**	**156,650**
Fresno	588.8	.2421	30.6	12.2	18.1	18.4	23.7	210.8	3,235,826	667,657	282,093	340,286	172,770	814,542	156,650
• Fresno	288.7	.1187	30.2	13.5	20.3	16.6	23.7	110.6	2,106,443	346,424	180,981	318,146	131,752	512,788	97,429
SUBURBAN TOTAL	300.1	.1234	31.1	10.9	16.2	20.1	23.7	100.2	1,129,383	321,233	101,112	22,140	41,018	301,754	59,221
LOS ANGELES - LONG BEACH	**8,312.3**	**3.4177**	**31.9**	**11.8**	**19.1**	**20.0**	**24.2**	**3,046.0**	**53,797,936**	**10,450,894**	**5,753,097**	**5,743,576**	**3,582,459**	**12,686,683**	**1,796,959**
Los Angeles	8,312.3	3.4177	31.9	11.8	19.1	20.0	24.2	3,046.0	53,797,936	10,450,894	5,753,097	5,743,576	3,582,459	12,686,683	1,796,959
Alhambra	73.0	.0300	33.9	11.4	19.8	16.9	30.9	29.4	529,221	59,175	32,182	47,406	31,401	265,203	13,832
Arcadia	49.9	.0205	39.8	9.1	12.0	23.8	34.4	19.4	547,212	105,324	67,911	125,787	22,864	62,138	24,260
Baldwin Park	60.8	.0250	26.3	12.1	18.5	17.6	16.4	16.7	138,709	38,497	13,269	8,621	4,332	27,450	5,046

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*Figures for primary market March, 1986 ABC Report

The Bakersfield Californian
We Read You.

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Bellflower	59.8	.0246	32.1	14.2	18.8	17.5	27.1	24.2	431,196	86,534	34,171	33,108	23,191	130,621	14,819
• Burbank	91.7	.0377	37.4	9.9	17.1	20.7	32.9	38.9	639,851	153,981	85,145	22,575	43,600	1[illegible]0,355	30,968
Carson	89.4	.0368	30.0	10.9	15.9	23.9	18.0	25.2	605,989	102,977	30,772	116,400	23,682	180,098	11,139
Cerritos	58.1	.0239	30.3	7.5	18.4	30.1	11.3	16.1	838,414	97,022	44,895	260,615	41,346	197,891	15,841
Compton	93.0	.0382	24.6	13.5	16.1	18.5	14.6	24.0	249,158	58,348	19,447	9,577	3,286	77,685	17,631
Downey	86.9	.0357	35.9	11.6	16.4	20.1	31.2	34.5	978,555	114,615	65,778	109,392	43,103	472,310	21,583
El Monte	94.4	.0388	26.9	13.4	18.6	16.3	18.6	28.7	594,371	102,253	39,351	43,869	20,615	271,955	16,292
Gardena	50.3	.0207	33.0	11.2	19.7	20.9	25.1	19.0	510,768	140,303	41,295	55,229	14,717	139,107	20,669
Glendale	156.1	.0642	37.6	10.1	17.3	20.5	33.4	67.0	1,299,726	206,433	114,478	155,623	91,460	416,974	29,362
Hawthorne	61.4	.0252	31.8	12.9	20.8	20.4	23.0	25.2	413,701	76,481	36,176	65,015	33,992	52,931	25,643
Huntington Park	52.7	.0217	27.2	13.7	19.7	16.0	18.6	17.2	273,010	65,213	17,208	8,185	21,786	80,336	12,794

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[1] Circulation 86/87
[2] S&MM Survey of Buying Power 1986
[3] ABC Audit 12/85

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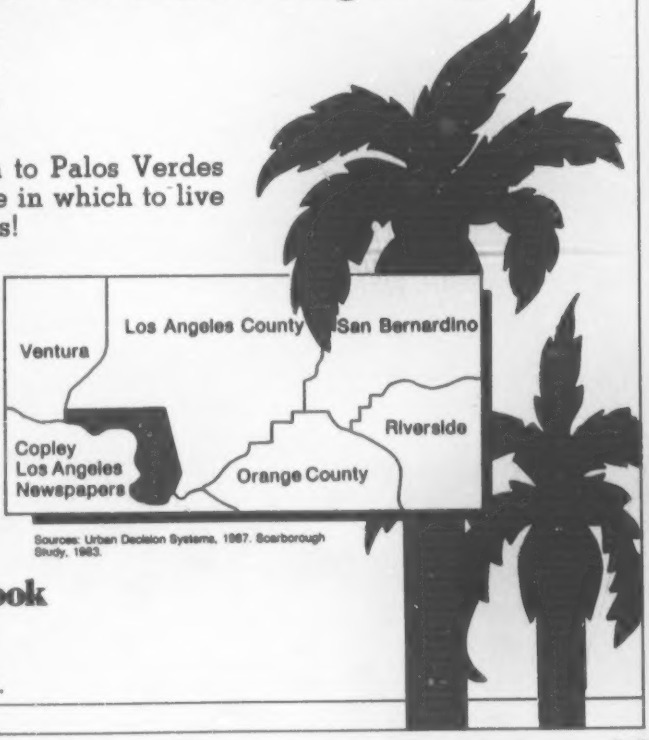

Sources: Urban Decision Systems, 1987. Scarborough Study, 1983.

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Nationally represented by Sawyer/Ferguson/Walker

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Inglewood	103.4	.0425	29.8	12.3	23.5	19.1	18.7	39.9	581,175	93,974	54,046	42,178	30,715	219,749	38,205
Lakewood	78.0	.0321	32.9	10.5	18.3	20.8	25.3	27.0	652,933	128,771	57,476	132,899	27,513	137,654	17,340
La Mirada	43.1	.0177	31.8	14.2	14.3	23.1	22.3	12.7	262,663	65,476	25,679	44,639	7,522	24,939	6,235
Lancaster	58.3	.0240	32.2	10.7	16.5	21.3	24.0	21.3	539,974	77,200	35,342	108,083	34,663	143,385	27,329
• Long Beach	400.0	.1645	33.0	12.5	20.2	16.6	29.5	168.1	2,246,959	458,222	290,703	146,625	143,690	571,469	71,330
• Los Angeles	3,298.2	1.3561	32.3	12.2	20.1	19.8	24.8	1,263.7	20,749,701	4,185,734	2,487,184	2,019,298	1,594,822	4,038,410	705,780
Lynwood	5[illegible]3	.0227	26.2	11.5	19.7	16.5	16.2	16.0	201,666	84,571	13,469	33,685	8,230	7,232	11,920
Montebello	59.4	.0244	31.9	12.5	17.6	18.4	26.1	20.1	324,653	73,783	38,984	21,389	25,468	68,924	20,808
Monterey Park	61.5	.0253	33.2	11.5	18.2	20.3	26.4	20.8	314,521	89,017	43,382	11,696	12,456	73,599	18,106
Norwalk	91.0	.0374	28.9	12.6	18.2	18.8	20.1	26.9	460,221	90,520	35,717	30,329	14,503	182,003	17,432
• Pasadena	131.7	.0542	33.6	11.8	20.0	17.7	29.4	52.7	1,259,224	175,860	128,043	231,464	79,050	331,447	31,075
Pico Rivera	59.2	.0243	29.3	12.0	15.7	18.9	22.1	17.1	219,831	82,327	29,551	30,292	4,568	9,035	9,727
• Pomona	112.7	.0463	28.1	13.5	19.4	16.3	20.4	37.0	654,708	104,045	61,506	90,169	26,807	220,816	20,347
Redondo Beach	64.4	.0265	31.5	13.4	27.6	20.8	19.5	27.9	389,833	107,821	75,954	56,016	46,106	7,662	10,582
Rosemead	47.9	.0197	29.4	11.5	17.7	17.6	22.4	14.8	237,771	44,569	24,371	48,036	12,432	31,269	7,054
Santa Monica	96.2	.0396	35.6	10.1	25.1	19.3	31.6	48.1	1,297,493	98,220	155,173	99,399	100,469	487,663	35,175
South Gate	80.3	.0330	29.8	11.0	18.0	16.9	23.7	27.6	323,251	81,256	19,278	15,884	12,320	107,396	19,209
Torrance	141.4	.0581	35.1	11.1	17.3	24.1	26.0	54.2	1,781,635	251,476	152,754	330,637	163,995	413,466	40,853
West Covina	94.8	.0390	30.7	12.4	19.4	21.7	20.0	31.3	805,919	117,572	68,623	132,255	69,213	238,047	25,218
Whittier	73.5	.0302	34.3	12.1	17.5	16.8	32.0	28.9	684,254	102,137	40,686	80,116	49,389	266,202	16,806
SUBURBAN TOTAL	4,278.0	1.7589	31.4	11.4	18.2	20.6	23.0	1,485.6	28,247,493	5,373,052	2,700,516	3,233,445	1,694,490	7,374,186	937,459
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***13,116.7***	***5.3930***	***31.8***	***11.7***	***18.8***	***20.1***	***24.0***	***4,748.9***	***84,672,837***	***16,650,260***	***8,978,340***	***9,418,788***	***5,156,895***	***20,207,388***	***2,773,565***
MERCED	**166.5**	**.0686**	**29.1**	**12.4**	**17.6**	**18.4**	**21.2**	**55.4**	**809,027**	**167,295**	**69,799**	**88,812**	**26,584**	**216,716**	**38,082**
Merced	166.8	.0686	29.1	12.4	17.6	18.4	21.2	55.4	809.027	167,295	69,799	88,812	26,584	216,716	38,082
• Merced	48.3	.0199	28.9	13.7	19.5	17.1	21.0	17.8	485,034	75,470	32,265	74,426	19,547	159,424	24,608
SUBURBAN TOTAL	118.5	.0487	29.2	11.9	16.8	18.9	21.3	37.6	323,993	91,825	37,534	14,386	7,037	57,292	13,474
MODESTO	**313.9**	**.1291**	**31.5**	**11.0**	**17.8**	**19.0**	**24.8**	**110.5**	**1,809,954**	**421,712**	**148,798**	**217,055**	**113,491**	**345,504**	**94,445**
Stanislaus	313.9	.1291	31.5	11.0	17.8	19.0	24.8	110.5	1,809,954	421,712	148,798	217,055	113,491	345,504	94,445
• Modesto	132.3	.0544	30.8	11.0	20.5	19.4	22.1	48.1	1,150,427	224,582	93,220	190,069	79,730	225,000	56,020
• Turlock	33.6	.0138	30.6	13.5	19.5	16.0	25.4	12.7	244,413	67,858	22,703	8,888	18,516	55,255	18,286
SUBURBAN TOTAL	148.0	.0609	32.6	10.4	15.1	19.4	27.0	49.7	415,114	129,272	32,875	18,098	15,245	65,249	20,139

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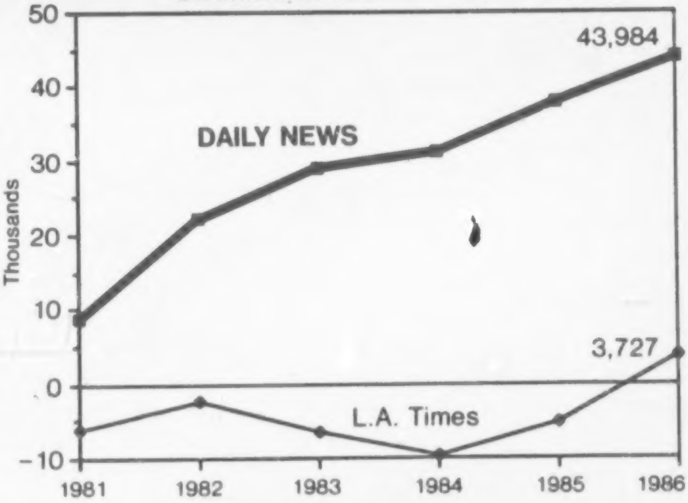


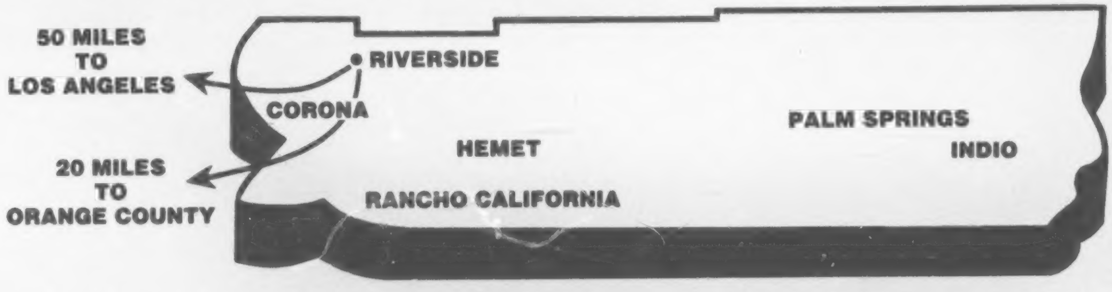
* Number represents circulation growth in Daily News market only (in northern Los Angeles and southern Ventura counties). Daily News total circulation is 153,000 daily, 165,000 Sunday. Source VAC Reports 1980; ABC Audit Reports 1981-1986.

Daily News
LOS ANGELES

Represented nationally by Sawyer-Ferguson-Walker, Inc.

CAL. (cont.) S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 19[illegible]						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OAKLAND	**1,949.2**	**.8014**	**32.7**	**11.3**	**19.6**	**21.2**	**24.3**	**753.0**	**13,458,445**	**2,678,894**	**1,260,085**	**1,625,779**	**759,940**	**3,156,381**	**524,170**
Alameda	1,217.3	.5005	32.4	12.1	20.5	20.3	24.3	477.2	8,417,531	1,616,174	862,367	954,531	459,471	2,022,674	315,809
Alameda	75.9	.0312	33.7	12.7	21.1	19.6	27.6	32.0	725,450	104,005	59,619	218,721	25,885	119,069	29,558
● Berkeley	109.2	.0449	30.9	21.2	25.5	17.9	21.5	48.3	855,292	158,750	110,159	5,455	76,294	157,272	24,810
Fremont	153.7	.0632	30.2	12.4	20.0	23.8	16.6	52.5	1,020,306	202,101	84,023	136,593	46,884	298,174	35,245
Hayward	102.8	.0423	31.6	13.2	19.6	18.9	24.5	38.5	888,264	152,478	76,746	87,996	40,976	342,890	36,291
● Livermore	54.1	.0222	30.4	9.8	19.3	24.9	16.3	18.5	292,246	81,775	24,227	3,950	10,533	89,588	17,976
● Oakland	363.5	.1495	32.9	10.9	21.5	18.1	27.4	154.7	2,263,044	444,511	254,742	158,930	126,470	577,966	81,302
San Leandro	68.0	.0280	41.0	9.6	15.5	18.4	39.2	29.3	727,012	116,417	58,230	173,455	43,396	144,870	22,113
Contra Costa	731.9	.3009	33.3	9.9	18.2	22.6	24.3	275.8	5,040,914	1,062,720	397,718	671,248	300,469	1,133,707	208,361
Antioch	48.8	.0201	29.7	10.5	20.5	20.2	19.0	17.5	323,201	68,646	29,305	58,183	6,971	73,729	16,088
Concord	108.6	.0447	31.5	11.7	20.1	22.2	20.7	41.1	1,149,518	157,816	79,049	196,432	91,881	363,790	34,523
Richmond	79.9	.0329	32.0	10.8	18.5	18.4	26.0	30.6	504,618	78,775	24,205	104,807	37,373	115,730	5,354
Walnut Creek	61.0	.0251	40.7	8.2	14.3	22.6	36.8	27.4	850,433	113,440	50,954	98,040	38,323	323,092	27,474
SUBURBAN TOTAL	1,422.4	.5848	32.9	10.7	18.9	22.0	24.0	531.5	10,047,863	1,993,858	870,957	1,457,444	546,643	2,331,555	400,082
OXNARD - VENTURA	**621.7**	**.2556**	**30.7**	**10.9**	**18.4**	**21.3**	**20.8**	**204.7**	**3,515,122**	**753,516**	**276,229**	**448,438**	**153,860**	**966,933**	**123,279**
Ventura	621.7	.2556	30.7	10.9	18.4	21.3	20.8	204.7	3,515,122	753,516	276,229	448,438	153,860	966,933	123,279
● Oxnard	129.0	.0530	28.2	12.8	19.1	18.3	18.8	39.8	710,474	128,020	55,426	115,884	33,209	198,310	22,800
Simi Valley	89.8	.0369	28.3	10.0	19.2	24.9	12.3	25.7	426,168	137,371	37,530	75,964	14,596	52,511	19,198
Thousand Oaks	98.1	.0403	31.5	10.1	18.2	26.2	17.5	32.9	856,749	147,551	60,666	112,412	36,987	299,422	28,421
● Ventura	88.3	.0363	33.5	10.5	18.8	19.8	27.5	35.0	828,261	123,141	61,437	122,457	46,668	296,970	18,469
SUBURBAN TOTAL	404.4	.1663	30.9	10.4	18.1	22.6	20.0	129.9	1,976,387	502,355	159,366	210,097	73,983	471,653	82,010
REDDING	**135.2**	**.0556**	**33.2**	**9.5**	**17.5**	**20.8**	**26.0**	**50.7**	**813,167**	**195,790**	**62,625**	**78,740**	**28,742**	**156,773**	**52,264**
Shasta	135.2	.0556	33.2	9.5	17.5	20.8	26.0	50.7	813,167	195,790	62,625	78,740	28,742	156,773	52,264
● Redding	50.7	.0208	32.5	11.9	18.6	19.3	26.0	20.4	584,821	92,749	46,612	72,505	25,770	136,103	42,097
SUBURBAN TOTAL	84.5	.0348	33.7	8.1	16.7	21.7	26.1	30.3	228,346	103,041	16,013	6,235	2,972	20,670	10,167
RIVERSIDE - SAN BERNARDINO	**2,005.4**	**.8245**	**31.9**	**10.9**	**17.6**	**18.3**	**26.3**	**724.4**	**11,242,780**	**2,552,301**	**1,130,292**	**1,307,304**	**547,631**	**2,575,919**	**364,949**
Riverside	871.8	.3584	33.9	9.9	16.5	17.7	30.5	324.1	5,152,343	1,203,397	517,259	529,738	214,033	1,295,557	166,632
● Palm Springs	31.3	.0129	46.9	7.9	13.6	17.3	46.7	15.0	412,562	67,362	62,453	31,314	16,960	97,943	14,817
● Riverside	202.2	.0831	30.1	12.8	20.2	18.3	21.7	73.0	1,532,504	248,143	123,330	247,439	74,299	489,999	38,723
San Bernardino	1,133.6	.4661	30.6	11.7	18.6	18.7	23.1	400.3	6,090,437	1,348,904	613,033	777,566	333,598	1,280,362	198,317
Chino	51.3	.0211	27.7	12.2	23.9	19.5	12.9	14.3	232,750	82,706	22,375	5,493	9,064	48,766	10,301
Ontario	115.8	.0476	28.3	11.9	22.0	16.9	18.3	39.3	647,381	138,879	54,908	48,410	21,010	202,820	15,896
Rancho Cucamonga	72.3	.0297	28.3	9.0	24.4	20.6	13.0	22.8	230,855	93,514	26,612	7,877	22,693	7,901	7,582
Redlands	54.2	.0223	32.5	11.6	17.8	19.9	25.6	20.1	385,182	60,121	37,031	63,418	18,315	126,569	6,575

RIVERSIDE COUNTY IS CALIFORNIA'S NEW GOLD RUSH



Riverside County is the fastest-growing large county in California, posting a 34% population gain since 1980, with a potential effective buying income of $21.9 billion.

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For audience and market information, contact the advertising department of The Press-Enterprise at 714/684-1200.

The Press-Enterprise
3512 Fourteenth St., Riverside, California 92501

Sources: Department of Finance, State of California • S & MM 1986 Survey of Buying Power • ABC Publisher's Statement, March 31, 1987

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
● San Bernardino	143.3	.0589	31.2	12.8	18.0	17.0	26.1	53.5	1,419,548	191,185	133,165	326,430	105,521	303,717	38,457
Upland	57.3	.0236	32.5	11.1	18.2	23.0	22.5	21.6	354,936	60,098	36,690	48,984	17,964	84,201	23,805
SUBURBAN TOTAL	1,628.6	.6696	32.1	10.6	17.4	18.4	26.5	582.9	7,878,166	2,045,611	811,344	702,121	350,851	1,684,260	272,952
SACRAMENTO	**1,304.8**	**.5365**	**32.0**	**12.0**	**19.4**	**20.0**	**24.1**	**508.4**	**8,635,629**	**1,775,055**	**903,194**	**944,475**	**495,121**	**2,048,972**	**367,519**
El Dorado	112.1	.0461	33.1	9.3	21.4	20.7	25.2	42.3	540,347	150,387	65,501	18,594	19,074	77,868	40,227
Placer	146.7	.0603	34.0	9.3	17.6	22.1	26.1	55.1	1,050,008	237,916	120,079	12,140	24,974	325,694	49,028
● Roseville	31.3	.0129	32.6	10.7	16.5	18.9	27.2	12.2	398,167	61,686	32,200	1,980	9,727	182,708	18,534
Sacramento	918.9	.3778	31.9	11.9	19.5	19.8	24.1	363.6	6,424,981	1,222,777	633,516	905,125	428,527	1,493,975	241,432
● Sacramento	329.5	.1355	33.5	11.4	18.8	17.6	29.5	139.6	2,488,956	488,851	292,387	341,903	104,297	563,002	89,498
Yolo	127.1	.0523	29.4	18.5	19.5	17.9	21.3	47.4	620,293	163,975	84,098	8,616	22,546	151,435	36,832
● Davis	40.8	.0168	26.3	29.2	24.5	16.6	11.9	15.9	212,709	51,077	34,403	972	10,679	58,556	12,819
● Woodland	34.8	.0143	31.4	10.7	18.7	19.1	24.2	12.6	220,028	60,364	17,883	6,960	9,235	61,760	12,140
SUBURBAN TOTAL	868.4	.3570	31.8	11.5	19.5	21.1	22.7	328.1	5,315,769	1,113,077	526,321	592,660	361,183	1,182,946	234,528
SALINAS - SEASIDE - MONTEREY	**337.3**	**.1386**	**29.9**	**14.1**	**19.8**	**17.7**	**22.2**	**111.1**	**1,907,547**	**328,750**	**207,405**	**197,958**	**99,628**	**464,045**	**76,573**
Monterey	337.3	.1386	29.9	14.1	19.8	17.7	22.2	111.1	1,907,547	328,750	207,405	197,958	99,628	464,045	76,573
● Monterey	30.2	.0124	31.7	15.2	25.2	16.4	25.3	12.2	344,792	49,018	62,855	34,678	16,918	72,794	15,069
● Salinas	93.4	.0384	29.5	12.5	19.2	17.4	22.0	31.0	793,994	140,645	58,498	118,621	48,676	198,897	34,762
● Seaside	39.4	.0162	24.5	25.1	20.8	14.5	12.7	10.6	203,178	5,454	11,075	12,214	12,466	133,303	1,868
SUBURBAN TOTAL	174.3	.0716	31.2	12.2	19.1	18.8	23.9	57.3	565,583	133,633	74,977	32,445	21,568	59,051	24,874
SAN DIEGO	**2,217.7**	**.9118**	**31.0**	**14.7**	**19.6**	**18.4**	**23.8**	**808.8**	**14,346,841**	**2,628,585**	**1,565,628**	**1,764,532**	**851,585**	**3,642,118**	**433,949**
San Diego	2,217.7	.9118	31.0	14.7	19.6	18.4	23.8	808.8	14,346,841	2,628,585	1,565,628	1,764,532	851,585	3,642,118	433,949
Chula Vista	128.3	.0528	32.8	11.7	16.9	20.6	25.6	45.8	829,012	175,578	83,484	141,478	56,180	128,846	42,653
El Cajon	85.9	.0353	30.9	14.8	18.5	18.2	24.2	33.6	1,069,431	173,740	73,155	159,516	38,994	366,712	30,400
● Escondido	81.7	.0336	33.1	11.9	17.7	16.7	29.9	32.3	913,480	141,647	62,617	117,391	44,112	310,978	23,776
La Mesa	54.0	.0222	34.9	14.2	19.0	17.3	32.4	23.4	668,831	102,811	56,632	120,900	36,380	200,702	15,536
National City	58.3	.0240	25.9	21.3	19.6	13.9	18.2	17.4	818,343	99,457	43,999	127,700	30,355	394,576	12,545
Oceanside	97.7	.0402	31.1	15.6	17.5	15.2	28.0	37.3	520,122	89,260	71,431	107,207	23,976	97,285	14,773
● San Diego	1,035.9	.4259	30.6	16.2	20.8	18.0	22.8	385.2	6,573,977	1,128,147	842,515	810,400	498,274	1,384,355	209,355
SUBURBAN TOTAL	1,100.1	.4523	31.3	13.6	18.6	19.0	24.2	391.3	6,859,384	1,358,791	660,496	836,741	309,199	1,946,785	200,818
SAN FRANCISCO	**1,583.7**	**.6512**	**35.0**	**10.1**	**21.4**	**21.4**	**28.6**	**668.1**	**14,541,387**	**2,571,558**	**2,177,618**	**1,536,072**	**861,130**	**2,170,348**	**459,842**
Marin	226.3	.0931	35.0	8.7	21.3	25.4	24.6	94.2	2,076,123	412,227	226,115	160,061	132,562	471,427	71,381
Novato	45.8	.0188	31.9	9.9	20.4	24.4	19.3	17.0	289,986	78,354	26,985	3,484	8,137	68,914	18,715
San Rafael	45.7	.0188	35.7	10.6	20.0	23.1	28.0	20.0	862,994	91,115	55,987	117,077	79,435	282,270	21,801
San Francisco	738.1	.3035	35.5	10.4	23.4	19.6	31.1	331.9	7,171,010	1,182,980	1,348,429	686,509	406,926	1,077,330	189,344
● San Francisco	738.1	.3035	35.5	10.4	23.4	19.6	31.1	331.8	7,171,010	1,182,980	1,348,429	686,509	406,926	1,077,330	189,344
San Mateo	619.3	.2546	34.6	10.2	19.2	22.1	27.1	242.0	5,294,254	976,351	603,074	689,502	321,642	1,221,591	199,117

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Sources: Sales & Marketing Management 1987 Survey of Buying Power. Simmons 1987 National Study of Local Newspaper Ratings

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Daly City	83.2	.0342	32.4	11.5	20.0	21.2	23.6	29.3	677,920	78,999	67,250	166,443	67,234	120,066	28,876
Redwood City	56.9	.0234	33.9	11.1	21.2	19.5	26.1	24.2	711,916	118,633	79,092	41,867	33,787	261,449	22,813
San Mateo	82.2	.0338	37.2	9.7	18.7	20.4	32.9	35.6	883,496	141,703	93,465	185,607	46,044	109,242	48,463
South San Francisco	51.9	.0213	32.6	11.7	18.4	20.8	24.8	18.7	412,374	81,804	81,087	27,753	49,082	70,752	9,942
SUBURBAN TOTAL	845.6	.3477	34.7	9.8	19.8	23.0	26.4	336.3	7,370,377	1,388,578	829,189	849,563	454,204	1,693,018	270,498
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,903.2***	***2.4272***	***32.9***	***11.2***	***20.3***	***21.2***	***24.6***	***2,275.7***	***43,979,921***	***8,397,384***	***5,107,619***	***4,998,707***	***2,615,513***	***9,567,969***	***1,641,589***
SAN JOSE	**1,409.1**	**.5794**	**31.2**	**12.3**	**20.1**	**22.2**	**20.2**	**493.7**	**10,350,236**	**1,844,899**	**1,068,714**	**1,314,221**	**707,024**	**2,452,954**	**385,712**
Santa Clara	1,409.1	.5794	31.2	12.3	20.1	22.2	20.2	493.7	10,350,236	1,844,899	1,068,714	1,314,221	707,024	2,452,954	385,712
Mountain View	63.6	.0262	32.6	13.9	26.8	19.6	24.0	29.6	683,973	111,800	65,341	180,516	81,010	62,599	37,770
• Palo Alto	57.2	.0235	36.8	9.1	20.0	23.0	30.0	23.2	746,158	92,886	93,391	102,955	34,947	166,884	11,472
• San Jose	715.1	.2940	29.5	12.2	20.7	21.8	16.9	237.6	4,476,146	884,213	401,197	640,528	237,621	997,071	169,279
Santa Clara	91.9	.0378	31.8	15.6	21.0	20.2	23.2	34.9	971,752	125,154	94,241	67,410	114,741	355,281	40,468
Sunnyvale	113.4	.0466	33.1	12.6	20.4	22.3	23.8	45.2	901,433	116,125	109,087	69,671	34,699	348,271	21,803
SUBURBAN TOTAL	636.8	.2619	32.8	12.7	19.3	22.6	23.2	232.9	5,127,932	867,800	574,126	570,738	434,456	1,288,999	204,961
SANTA BARBARA - SANTA MARIA - LOMPOC	**338.1**	**.1390**	**32.1**	**14.4**	**18.9**	**19.0**	**25.5**	**127.6**	**2,901,920**	**535,662**	**302,771**	**255,613**	**175,050**	**563,896**	**108,730**
Santa Barbara	338.1	.1390	32.1	14.4	18.9	19.0	25.5	127.6	2,901,920	535,662	302,771	255,613	175,050	563,896	108,730
• Lompoc	30.9	.0127	31.2	12.0	19.2	21.5	21.1	11.4	206,023	47,030	16,695	7,841	13,552	60,360	7,087
• Santa Barbara	81.9	.0337	35.0	12.0	22.1	16.0	33.9	36.7	1,005,187	178,092	134,344	95,458	72,136	190,072	33,396
• Santa Maria	50.2	.0206	30.4	13.1	17.8	17.2	24.6	18.4	760,682	94,972	49,153	108,377	31,507	195,284	26,509
SUBURBAN TOTAL	175.1	.0720	31.1	16.2	17.7	20.5	22.6	61.1	930,028	225,568	102,579	43,937	57,855	118,180	41,738
SANTA CRUZ	**223.8**	**.0920**	**32.3**	**12.0**	**22.1**	**17.9**	**26.2**	**85.1**	**1,285,236**	**294,470**	**144,047**	**92,747**	**63,798**	**277,440**	**50,578**
Santa Cruz	223.8	.0920	32.3	12.0	22.1	17.9	26.2	85.1	1,285,236	294,470	144,047	92,747	63,798	277,440	50,578
• Santa Cruz	46.7	.0192	31.3	18.1	23.6	14.7	26.5	18.8	512,627	98,534	61,140	34,434	24,502	141,434	13,915
SUBURBAN TOTAL	177.1	.0728	32.6	10.4	21.6	18.7	26.2	66.3	772,609	195,936	82,907	58,313	39,296	136,006	36,663
SANTA ROSA - PETALUMA	**348.6**	**.1433**	**33.5**	**9.5**	**19.8**	**19.5**	**27.5**	**137.7**	**2,183,022**	**487,836**	**214,514**	**232,015**	**121,259**	**424,216**	**110,898**
Sonoma	348.6	.1433	33.5	9.5	19.8	19.5	27.5	137.7	2,183,022	487,836	214,514	232,015	121,259	424,216	110,898
• Petaluma	39.0	.0160	32.5	8.9	19.5	22.2	22.9	14.4	292,969	71,901	31,578	36,242	11,834	53,625	19,641
• Santa Rosa	97.6	.0401	34.0	9.9	19.4	18.1	30.1	41.0	973,192	185,624	96,773	180,501	74,251	127,925	53,865
SUBURBAN TOTAL	212.0	.0872	33.4	9.5	20.0	19.6	27.1	82.3	916,861	230,311	86,163	15,272	35,174	242,666	37,392
STOCKTON	**423.3**	**.1740**	**32.1**	**11.0**	**17.2**	**18.7**	**26.3**	**156.0**	**2,283,819**	**509,925**	**232,635**	**247,120**	**116,671**	**540,399**	**106,928**
San Joaquin	423.3	.1740	32.1	11.0	17.2	18.7	26.3	156.0	2,283,819	509,925	232,635	247,120	116,671	540,399	106,928
• Lodi	43.3	.0178	35.9	10.5	15.5	19.0	32.3	17.7	335,778	71,061	31,756	19,107	18,229	97,639	21,682
• Stockton	187.7	.0772	30.8	12.2	18.7	17.5	24.6	71.4	1,299,044	250,722	139,359	203,836	66,080	301,186	45,525
SUBURBAN TOTAL	192.3	.0790	32.7	10.1	16.1	19.7	26.6	66.9	648,997	188,142	61,520	24,177	32,362	141,574	39,721
VALLEJO - FAIRFIELD - NAPA	**388.8**	**.1599**	**31.2**	**11.8**	**19.6**	**19.6**	**22.9**	**138.1**	**2,161,595**	**519,727**	**242,641**	**197,873**	**102,362**	**486,630**	**110,389**
Napa	107.2	.0441	35.7	10.3	16.7	19.6	31.4	40.9	560,921	151,781	74,290	41,593	28,483	90,515	23,612
• Napa	55.8	.0229	33.6	10.1	18.2	20.2	27.3	22.3	407,202	120,831	38,205	40,363	25,370	53,519	20,213
Solano	281.6	.1158	29.8	12.4	20.7	19.6	19.7	97.2	1,600,674	367,946	168,351	156,280	73,879	396,115	86,777
• Fairfield	68.0	.0280	27.4	16.0	20.6	20.1	14.3	21.9	438,484	57,823	41,983	74,574	19,590	127,049	15,321
Vacaville	51.5	.0212	29.5	12.1	23.2	20.8	16.4	17.4	269,148	70,412	51,326	2,217	14,302	43,156	17,582
• Vallejo	92.9	.0382	31.3	11.9	19.4	17.5	25.4	33.9	640,191	138,231	46,850	71,713	32,091	190,826	41,354
SUBURBAN TOTAL	172.1	.0708	31.9	10.7	19.8	20.4	23.5	60.0	675,718	202,842	115,603	11,223	25,311	115,236	33,501
VISALIA - TULARE - PORTERVILLE	**290.1**	**.1193**	**30.4**	**10.8**	**16.7**	**18.5**	**23.9**	**94.8**	**1,589,050**	**384,580**	**124,416**	**184,732**	**76,478**	**384,350**	**67,365**
Tulare	290.1	.1193	30.4	10.8	16.7	18.5	23.9	94.8	1,589,050	384,580	124,416	184,732	76,478	384,350	67,365
• Porterville	24.6	.0101	31.5	11.2	18.5	17.6	25.9	8.3	288,436	74,505	21,517	20,677	7,955	70,838	21,848
• Tulare	27.2	.0112	30.0	10.9	16.6	16.7	24.9	9.3	214,997	61,027	20,724	5,370	13,055	44,118	12,836
• Visalia	61.1	.0251	30.7	11.2	19.5	19.0	22.7	22.2	733,100	122,440	56,803	145,743	44,043	202,378	22,798
SUBURBAN TOTAL	177.2	.0729	30.2	10.5	15.3	18.7	24.0	55.0	352,517	126,608	25,372	12,942	11,425	67,016	9,883
YUBA CITY	**113.2**	**.0465**	**31.0**	**12.0**	**17.3**	**19.7**	**23.3**	**41.6**	**596,657**	**140,027**	**51,984**	**99,151**	**28,524**	**118,756**	**20,778**
Sutter	58.4	.0240	32.4	11.0	16.1	21.2	24.7	21.7	342,581	72,546	29,649	54,950	18,608	71,401	8,776
• Yuba City	20.9	.0086	31.0	14.5	19.1	17.3	25.1	9.0	312,071	62,439	27,786	51,954	16,716	69,667	8,628
Yuba	54.8	.0225	29.6	13.1	18.3	18.1	22.0	19.9	254,076	67,481	22,335	44,201	9,916	47,355	12,002
SUBURBAN TOTAL	92.3	.0379	31.0	11.5	16.7	20.3	23.0	32.6	284,586	77,588	24,198	47,197	11,808	49,089	12,150
OTHER COUNTIES															
Alpine	1.3	.0005	29.7	16.3	20.4	22.4	16.9	.4	4,186	358	2,209	756			
Amador	25.1	.0103	38.9	9.4	14.4	19.0	36.4	10.1	167,289	44,522	10,516	2,843	4,517	60,647	4,949

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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Calaveras	27.8	.0114	38.5	7.2	15.6	19.6	35.5	11.0	109,985	34,955	8,702	5,879	5,124	12,260	3,017
Colusa	14.7	.0061	33.9	9.3	15.8	18.4	29.8	5.4	62,382	17,704	6,725	463	1,358	14,584	2,781
Del Norte	19.0	.0078	33.0	9.8	17.2	18.2	28.4	7.5	94,058	30,064	11,668	4,236	5,113	12,950	5,215
Glenn	23.6	.0097	33.5	9.5	15.5	18.8	28.9	8.6	109,068	29,348	11,765	3,275	3,270	19,653	2,738
Humboldt	115.2	.0474	31.2	13.7	21.0	18.1	23.9	45.6	767,115	211,969	65,474	37,064	28,624	143,311	44,775
Imperial	107.3	.0441	29.0	11.2	15.6	17.8	22.8	32.5	556,299	168,330	35,026	64,169	18,373	111,080	27,728
Inyo	18.8	.0077	37.3	7.8	15.4	19.7	33.7	7.7	182,200	42,025	20,629	3,831	5,179	31,760	4,052
Kings	85.3	.0350	28.7	12.8	17.4	18.7	20.4	27.7	327,217	71,850	34,818	26,825	14,879	83,057	19,865
Lake	51.2	.0211	43.9	6.3	13.6	15.8	44.2	21.6	216,031	84,186	14,014	12,865	4,261	36,955	17,780
Lassen	25.3	.0104	30.7	14.0	21.1	18.6	22.2	8.1	118,679	43,205	12,085	4,278	3,317	19,448	4,247
Madera	77.2	.0317	31.2	9.3	17.5	18.7	24.7	26.2	299,822	96,312	27,410	8,586	9,018	56,970	18,338
Mariposa	14.2	.0058	37.1	9.7	16.2	19.2	33.8	5.4	54,941	19,325	5,017		437	780	668
Mendocino	76.0	.0313	33.0	8.5	19.7	19.7	26.4	29.3	468,062	142,133	48,526	21,502	17,276	86,666	28,389
Modoc	9.4	.0038	35.5	7.0	16.4	19.4	31.3	3.6	37,949	10,931	4,447	687	245	6,285	1,100
Mono	9.3	.0039	29.2	16.5	28.4	19.2	14.3	3.9	87,484	23,990	24,098	1,129	3,304	1,806	527
Nevada	70.9	.0292	36.3	7.0	18.4	18.9	33.0	27.7	391,045	106,946	32,901	16,040	16,346	61,047	24,331
Plumas	20.1	.0083	34.2	8.3	18.6	19.6	28.9	8.0	100,723	26,308	7,741	9,579	1,502	20,568	4,131
San Benito	31.9	.0132	30.6	10.0	16.9	18.6	24.0	10.5	119,783	41,131	10,255	1,846	3,283	27,393	3,332
San Luis Obispo	193.9	.0798	32.2	16.3	19.1	16.4	28.2	72.5	1,064,423	255,847	153,928	50,047	48,802	204,883	47,633
Sierra	3.4	.0014	35.4	7.5	20.1	19.5	31.1	1.5	9,655	3,121	1,956		190	1,322	521
Siskiyou	44.1	.0181	34.0	8.5	18.0	19.0	29.3	17.2	211,540	70,806	22,224	4,775	7,488	24,949	18,467
Tehama	45.6	.0188	35.6	8.8	15.0	19.7	31.0	17.7	282,653	77,581	21,858	18,495	6,829	49,650	11,425
Trinity	14.0	.0057	34.1	6.8	18.8	20.5	27.9	5.5	48,780	17,068	5,536	2,656	1,911	1,511	2,809
Tuolumne	42.6	.0175	34.5	9.3	18.9	18.7	30.5	16.1	185,862	61,274	21,175	711	5,294	24,517	14,484
TOTAL METRO COUNTIES	**25,913.6**	**10.6546**	**32.0**	**11.9**	**19.2**	**20.0**	**24.2**	**9,545.3**	**171,366,651**	**33,711,133**	**18,420,880**	**19,195,455**	**10,141,531**	**39,929,050**	**6,088,205**
TOTAL STATE	**27,080.6**	**11.1346**	**32.0**	**11.9**	**19.2**	**19.9**	**24.3**	**9,976.6**	**177,443,882**	**35,442,422**	**19,041,583**	**19,497,992**	**10,357,471**	**41,043,102**	**6,401,507**

CAL.
S&MM ESTIMATES

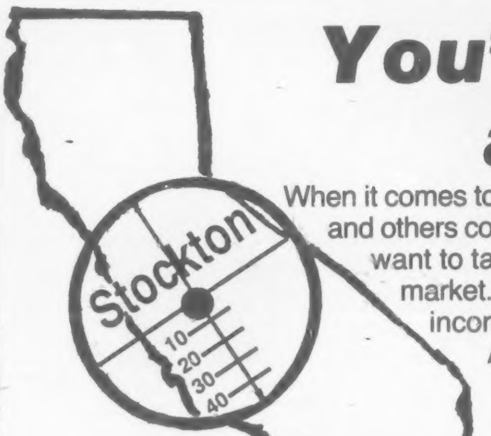
EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA	**34,579,535**	**35,181**	**16.0**	**24.1**	**20.0**	**30.3**	**1.0864**
Orange	34,579,535	35,181	16.0	24.1	20.0	30.3	1.0864
• Anaheim	3,529,152	31,162	18.6	26.7	19.3	24.2	.1170
Buena Park	960,838	35,101	15.1	25.8	23.6	26.7	.0356
Costa Mesa	1,393,704	30,508	18.9	27.3	18.6	23.5	.0606
Cypress	674,778	43,192	10.4	20.8	23.6	39.2	.0183
Fountain Valley	866,399	46,502	9.1	18.8	24.4	44.1	.0262
Fullerton	1,847,124	33,346	16.9	24.8	18.1	29.4	.0572
Garden Grove	1,870,876	33,604	16.4	26.1	22.2	25.3	.0597

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Huntington Beach	3,090,555	37,468	14.3	23.8	20.9	33.1	.0925
Irvine	1,751,380	48,161	7.9	19.7	21.7	47.1	.0487
La Habra	736,099	32,598	17.0	26.7	20.3	25.5	.0229
Newport Beach	1,800,963	41,498	13.7	20.1	15.0	41.7	.0532
Orange	1,522,842	34,545	16.7	23.7	20.2	29.1	.0549
• Santa Ana	2,605,627	28,490	20.5	28.0	20.0	18.1	.0965
Westminster	1,110,100	36,153	15.1	23.8	22.6	29.4	.0394
SUBURBAN TOTAL	28,444,756	36,760	15.1	23.4	20.0	32.7	.8729
BAKERSFIELD	**6,157,232**	**25,870**	**22.3**	**25.8**	**17.2**	**18.1**	**.2005**



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CAL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Kern	6,157,232	25,870	22.3	25.8	17.2	18.1	.2005
• Bakersfield	2,168,645	29,020	19.5	25.0	18.8	21.3	.0807
SUBURBAN TOTAL	3,988,587	24,517	23.6	26.2	16.4	16.5	.1198
CHICO	**1,885,895**	**19,152**	**28.1**	**25.8**	**12.3**	**9.9**	**.0659**
Butte	1,885,895	19,152	28.1	25.8	12.3	9.9	.0659
• Chico	316,454	15,963	26.7	22.8	10.9	7.7	.0165
SUBURBAN TOTAL	1,569,441	19,765	28.6	26.4	12.6	10.4	.0494
FRESNO	**7,105,821**	**23,959**	**23.9**	**26.2**	**15.7**	**16.3**	**.2334**
Fresno	7,105,821	23,959	23.9	26.2	15.7	16.3	.2334
• Fresno	3,444,416	22,530	24.4	25.3	15.7	14.2	.1243
SUBURBAN TOTAL	3,661,405	25,732	23.3	26.9	15.8	18.6	.1091
LOS ANGELES - LONG BEACH	**114,134,025**	**27,017**	**20.8**	**24.6**	**16.3**	**21.4**	**3.6907**
Los Angeles	114,134,025	27,017	20.8	24.6	16.3	21.4	3.6907
Alhambra	980,696	25,315	23.1	27.5	17.5	16.0	.0332
Arcadia	961,018	37,799	15.7	20.6	16.9	36.8	.0313
Baldwin Park	520,339	25,868	20.7	32.5	18.7	11.7	.0166
Bellflower	796,325	26,438	21.0	27.7	19.7	15.0	.0270
• Burbank	1,444,824	28,337	20.5	26.9	17.5	21.5	.0448
Carson	1,096,578	37,423	13.9	23.6	24.6	29.7	.0381
Cerritos	853,670	48,170	5.9	17.6	27.4	46.1	.0361
Compton	691,224	21,289	24.4	25.5	14.9	12.3	.0243
Downey	1,363,095	31,105	19.3	26.8	18.9	24.0	.0499
El Monte	828,024	22,059	25.7	28.2	15.9	10.5	.0337
Gardena	680,884	28,769	19.1	28.7	18.8	19.5	.0259
Glendale	2,488,313	26,500	21.5	26.0	15.2	21.2	.0810
Hawthorne	865,973	27,382	22.1	28.5	19.2	17.5	.0280
Huntington Park	420,351	18,265	29.2	27.1	10.5	7.9	.0169
Inglewood	1,231,474	23,216	23.4	28.1	15.1	14.3	.0410
Lakewood	1,140,291	36,480	13.2	25.7	26.4	26.7	.0388
La Mirada	598,830	40,585	9.5	23.7	26.5	33.8	.0189
Lancaster	814,746	31,448	16.5	26.4	20.2	23.0	.0294
• Long Beach	5,693,211	23,754	22.7	24.7	15.6	17.0	.1740
• Los Angeles	45,168,429	23,657	22.8	23.5	14.0	19.5	1.4503
Lynwood	470,896	23,295	22.8	28.5	17.9	11.0	.0166
Montebello	720,263	27,477	19.9	27.2	16.3	20.6	.0236
Monterey Park	809,765	30,515	18.2	26.2	18.6	23.8	.0250
Norwalk	982,146	30,427	17.5	30.0	21.9	19.0	.0333
• Pasadena	1,998,068	24,685	22.4	23.7	14.0	21.1	.0699
Pico Rivera	602,980	29,003	19.4	30.0	20.6	17.7	.0195
• Pomona	1,170,532	24,525	22.7	27.5	17.5	14.2	.0422
Redondo Beach	1,177,799	34,737	15.4	25.8	21.5	28.1	.0330
Rosemead	474,917	24,638	23.6	27.5	18.2	14.5	.0167
Santa Monica	1,813,033	26,016	21.9	26.2	15.0	20.7	.0647
South Gate	795,018	22,484	25.0	28.0	16.8	10.9	.0265
Torrance	2,462,740	37,804	14.0	23.1	20.5	33.8	.0891
West Covina	1,397,201	37,445	13.0	25.4	23.6	30.8	.0476
Whittier	1,181,316	30,404	18.8	25.0	17.6	24.8	.0398
SUBURBAN TOTAL	58,653,961	30,169	18.9	25.3	18.4	23.7	1.9095
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***182,159,980***	***28,416***	***20.2***	***24.8***	***17.2***	***22.4***	***5.8540***
MERCED	**1,632,791**	**20,786**	**28.0**	**27.3**	**13.6**	**11.0**	**.0577**
Merced	1,632,791	20,786	28.0	27.3	13.6	11.0	.0577
• Merced	504,612	20,071	26.6	25.5	14.1	10.6	.0223
SUBURBAN TOTAL	1,128,179	21,079	28.6	28.2	13.4	11.2	.0354
MODESTO	**3,462,073**	**22,984**	**24.5**	**27.6**	**15.7**	**13.1**	**.1206**
Stanislaus	3,462,073	22,984	24.5	27.6	15.7	13.1	.1206
• Modesto	1,588,406	25,445	22.5	29.6	17.2	14.5	.0609
• Turlock	369,672	20,981	25.2	25.6	15.6	10.8	.0139
SUBURBAN TOTAL	1,503,995	21,242	26.3	26.1	14.3	12.3	.0458
OAKLAND	**31,332,999**	**32,670**	**16.8**	**22.6**	**18.7**	**27.7**	**.9591**
Alameda	18,332,223	29,756	18.3	23.5	18.4	23.6	.5785
Alameda	1,258,272	29,008	20.7	26.5	17.8	22.8	.0421
• Berkeley	1,648,189	21,501	23.2	22.3	12.1	18.4	.0540
Fremont	2,448,863	40,294	11.8	21.7	25.9	33.7	.0744
Hayward	1,481,788	31,887	16.9	27.0	20.8	23.3	.0514
• Livermore	838,494	39,699	11.5	22.1	26.3	32.2	.0245
• Oakland	4,977,627	21,960	22.1	23.2	14.0	16.5	.1594
San Leandro	1,130,072	30,996	18.7	26.3	20.2	22.9	.0393

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Los Angeles Times Magazine

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Source: "Study of Media & Markets," Simmons Market Research Bureau, Inc. 1985-86

CAL. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Contra Costa	13,000,776	37,820	14.2	21.2	19.2	34.8	.3806
Antioch	701,785	34,460	15.8	23.7	23.8	25.1	.0224
Concord	1,805,852	37,172	14.3	23.6	21.0	32.4	.0626
Richmond	1,037,279	25,690	20.5	24.3	16.9	18.8	.0342
Walnut Creek	1,397,619	40,810	14.2	20.8	16.5	40.3	.0457
SUBURBAN TOTAL	23,868,689	36,334	14.9	22.5	20.3	31.7	.7212
OXNARD - VENTURA	**9,098,441**	**35,502**	**16.3**	**23.5**	**20.4**	**30.4**	**.2751**
Ventura	9,098,441	35,502	16.3	23.5	20.4	30.4	.2751
• Oxnard	1,516,380	29,356	20.6	28.0	19.3	21.0	.0505
Simi Valley	1,303,581	45,450	8.8	17.7	26.7	41.8	.0379
Thousand Oaks	1,737,120	44,963	11.1	19.7	20.7	42.8	.0546
• Ventura	1,405,110	31,372	18.6	25.0	18.5	25.7	.0477
SUBURBAN TOTAL	6,176,951	38,816	14.4	21.7	21.3	34.5	.1769
REDDING	**1,372,172**	**19,585**	**28.4**	**26.3**	**13.4**	**9.3**	**.0506**
Shasta	1,372,172	19,585	28.4	26.3	13.4	9.3	.0506
• Redding	562,326	19,631	28.6	25.4	14.0	9.7	.0255
SUBURBAN TOTAL	809,846	19,553	28.3	27.0	12.9	9.0	.0251
RIVERSIDE - SAN BERNARDINO	**24,347,979**	**25,165**	**23.1**	**26.5**	**17.3**	**16.2**	**.8018**
Riverside	10,606,082	23,481	25.0	26.4	15.9	15.1	.3543
• Palm Springs	551,235	22,703	26.3	22.2	13.4	19.6	.0202

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San Diego's North County

Welcome to one of the fastest-growing markets in California. Since 1975, the number of North County households has increased 88%, and the average family income today is more than $34,100. Nearly one-third of San Diego County's retail sales are made here. It takes more than the San Diego papers to reach this dynamic, affluent market. It takes the North County Combo. Without it, you simply aren't covering San Diego.

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The Sacramento Union

(916) 442-7811 • Represented nationally by LANDON Associates, Inc.

Source: 1985 S&MM Survey of B.P. • 1985 Sacramento Consumer Study

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

CAL. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Riverside	2,516,967	26,569	21.8	26.6	18.2	17.6	.0900
San Bernardino	13,741,897	26,629	21.6	26.5	18.5	17.0	.4475
Chino	598,226	35,887	12.3	25.9	28.5	23.4	.0190
Ontario	1,360,645	29,144	19.1	28.9	21.6	16.9	.0455
Rancho Cucamonga	992,894	37,346	12.1	26.4	28.6	26.3	.0273
Redlands	781,166	29,482	17.8	25.1	17.6	23.4	.0254
• San Bernardino	1,599,864	21,609	24.5	25.9	15.3	12.1	.0675
Upland	896,638	32,467	16.2	25.5	19.6	26.3	.0270
SUBURBAN TOTAL	19,679,913	25,405	23.1	26.5	17.5	16.3	.6241
SACRAMENTO	**17,821,233**	**26,609**	**21.7**	**25.8**	**17.9**	**18.4**	**.5817**
El Dorado	1,422,562	25,838	23.2	28.9	17.7	15.6	.0440
Placer	1,984,601	27,667	21.3	25.4	18.3	19.6	.0667
• Roseville	408,358	26,552	22.9	25.5	18.7	17.0	.0175
Sacramento	12,869,941	27,070	21.3	25.8	18.2	18.9	.4220
• Sacramento	4,446,260	22,676	23.4	24.1	15.4	15.7	.1522
Yolo	1,544,129	22,650	23.9	23.8	15.5	15.8	.0490
• Davis	517,084	21,833	23.7	21.3	14.6	17.5	.0164
• Woodland	440,824	27,044	20.5	27.9	19.0	16.3	.0147
SUBURBAN TOTAL	12,008,707	28,491	20.9	26.7	19.1	19.7	.3809
SALINAS - SEASIDE - MONTEREY	**4,259,390**	**27,566**	**21.6**	**28.2**	**17.5**	**19.2**	**.1379**
Monterey	4,259,390	27,566	21.6	28.2	17.5	19.2	.1379
• Monterey	460,001	27,586	21.1	29.0	17.5	19.1	.0172
• Salinas	1,066,586	26,651	21.7	28.4	18.5	16.5	.0417
• Seaside	390,250	23,089	27.4	31.7	14.4	11.7	.0139
SUBURBAN TOTAL	2,342,553	29,049	20.7	27.1	17.6	22.2	.0651
SAN DIEGO	**31,678,473**	**27,773**	**21.5**	**25.8**	**17.1**	**21.5**	**1.0051**
San Diego	31,678,473	27,773	21.5	25.8	17.1	21.5	1.0051
Chula Vista	1,703,439	29,421	19.7	26.1	19.1	21.7	.0560
El Cajon	1,120,896	24,497	24.0	26.7	16.5	16.2	.0476
• Escondido	1,080,758	24,997	24.8	26.6	17.6	16.0	.0434
La Mesa	851,503	27,259	22.5	26.3	18.6	18.8	.0323
National City	564,908	19,903	28.9	28.8	11.7	9.3	.0309
Oceanside	1,272,117	24,700	26.8	27.6	16.2	16.8	.0399
• San Diego	14,964,250	26,561	22.0	25.7	16.2	20.7	.4697
SUBURBAN TOTAL	15,633,465	29,180	20.7	25.8	18.0	22.8	.4920
SAN FRANCISCO	**29,040,420**	**32,092**	**17.5**	**23.6**	**17.5**	**28.1**	**.9128**
Marin	5,083,628	40,919	13.3	20.5	17.3	40.4	.1461
Novato	857,072	41,253	13.4	21.3	19.8	39.1	.0240
San Rafael	975,140	35,831	16.3	21.8	16.0	35.0	.0377
San Francisco	12,777,221	26,539	20.3	24.4	15.5	22.0	.4207
• San Francisco	12,777,221	26,539	20.3	24.4	15.5	22.0	.4207
San Mateo	11,179,571	36,257	15.4	23.7	20.3	31.7	.3460
Daly City	1,202,384	33,981	16.6	26.1	22.1	26.1	.0408
Redwood City	958,054	30,462	19	25.2	18.2	25.0	.0352
San Mateo	1,561,024	34,914	15.8	25.2	20.7	29.1	.0509
South San Francisco	776,031	35,639	14.3	24.6	24.4	26.9	.0257
SUBURBAN TOTAL	16,263,199	37,406	14.7	22.8	19.6	34.1	.4921
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***96,795,895***	***32,092***	***17.0***	***22.5***	***18.8***	***27.9***	***3.0834***
SAN JOSE	**22,888,039**	**37,517**	**14.2**	**22.9**	**20.7**	**33.2**	**.7100**
Santa Clara	22,888,039	37,517	14.2	22.9	20.7	33.2	.7100
Mountain View	1,200,783	32,091	16.9	29.4	20.1	24.2	.0393
• Palo Alto	1,203,523	39,753	14.2	21.2	17.6	38.4	.0400
• San Jose	10,409,256	36,736	14.5	22.8	21.9	31.0	.3243
Santa Clara	1,496,023	35,449	15.2	25.2	21.5	29.3	.0524
Sunnyvale	2,061,708	37,597	13.9	25.1	20.5	33.6	.0622
SUBURBAN TOTAL	11,275,260	38,203	13.9	23.2	19.6	35.1	.3457
SANTA BARBARA - SANTA MARIA - LOMPOC	**5,078,962**	**28,687**	**21.0**	**24.8**	**17.3**	**23.1**	**.1720**
Santa Barbara	5,078,962	28,687	21.0	24.8	17.3	23.1	.1720
• Lompoc	401,098	26,939	22.2	24.3	20.3	16.8	.0135
• Santa Barbara	1,330,412	24,484	24.1	26.0	14.1	19.3	.0495
• Santa Maria	618,093	26,244	22.1	27.2	19.9	15.3	.0300
SUBURBAN TOTAL	2,729,359	32,878	18.5	23.5	17.9	28.8	.0790
SANTA CRUZ	**3,281,487**	**27,810**	**21.0**	**23.8**	**17.0**	**22.5**	**.0996**
Santa Cruz	3,281,487	27,810	21.0	23.8	17.0	22.5	.0996

Make Waves In Southern California.

If you want to make waves in the competitive Southern California marketplace, San Diego is a must. Because with a population of over a million, San Diego ranks as the second largest city in the West. And with $28.8 billion worth of purchasing power, San Diegans are ready to buy. The best way, the only effective way to reach them is through The San Diego Union and The Tribune.

You can reach 54 percent of all San Diego adults in just one daily combination of The San Diego Union and The Tribune. Even better, you can reach 85 percent of the $35,000+ households in a five-issue campaign.* What's more, you'll extend your reach even further whenever The San Diego Union and The Tribune publish special sections.

Superbowl Sections Coming in 1988.

Your reach can be increased significantly when all eyes are on San Diego during Superbowl week in 1988. The San Diego Union and The Tribune will be publishing special Superbowl sections. These supplements will give you the opportunity to gain additional exposure among an estimated 100,000 visitors.

Whether you're targeting your market or making a major media buy—start making waves. Advertise in The San Diego Union and The Tribune.

The San Diego Union
THE TRIBUNE

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER *1985 Simmons/Scarborough Study

THE TRIBUNE
North County growth ahead of schedule
The San Diego Union
City Mayor calls special session

CAL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Santa Cruz	651,627	23,256	23.2	22.8	15.4	18.0	.0252
SUBURBAN TOTAL	2,629,860	29,106	20.4	24.2	17.4	23.8	.0744
SANTA ROSA - PETALUMA	**5,151,191**	**28,813**	**20.1**	**25.2**	**18.9**	**21.3**	**.1595**
Sonoma	5,151,191	28,813	20.1	25.2	18.9	21.3	.1595
• Petaluma	570,902	34,345	16.2	22.5	23.9	25.0	.0187
• Santa Rosa	1,515,073	28,386	20.6	26.0	18.6	20.6	.0532

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METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	3,065,216	28,163	20.6	25.3	18.1	21.0	.0876
STOCKTON	**5,016,386**	**23,886**	**22.9**	**26.1**	**16.8**	**14.7**	**.1653**
San Joaquin	5,016,386	23,886	22.9	26.1	16.8	14.7	.1653
• Lodi	569,303	24,103	23.2	25.7	16.7	15.4	.0199
• Stockton	2,160,564	22,096	23.7	24.9	16.0	13.1	.0781
SUBURBAN TOTAL	2,286,519	25,867	21.9	27.2	17.7	16.3	.0673

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**Knight-Ridder Los Angeles
NEWSPAPERS**

Source: Media Records, March 1987*
ABC Audit 3/87 Sunday Circulation

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(213) 435-1161

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- Suburban counties account for more than 80 percent of Bay Area sales in almost every product category.
- 83 percent of the Golden Gate Group circulation goes to ZIP codes with household incomes in excess of $35,000.
- The group's combined ABC-audited circulation is 245,281 - allowing you to buy quality and quantity.

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Also represented by the Papert Companies in New York, Chicago and Detroit.

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
VALLEJO - FAIRFIELD - NAPA	**5,101,759**	**29,056**	**20.2**	**26.4**	**20.3**	**19.3**	**.1614**
Napa	1,728,063	32,030	18.4	23.7	16.9	26.6	.0492
• Napa	898,779	32,522	18.1	23.5	20.4	25.8	.0279
Solano	3,373,696	28,044	20.9	27.6	20.9	16.2	.1122
• Fairfield	761,441	26,466	24.8	26.9	19.6	15.6	.0273
Vacaville	619,701	30,347	17.7	29.5	23.9	16.1	.0201
• Vallejo	1,097,479	25,768	21.7	27.8	19.3	14.2	.0391
SUBURBAN TOTAL	2,344,060	30,800	18.4	26.5	21.1	21.2	.0671
VISALIA - TULARE - PORTERVILLE	**2,435,219**	**18,022**	**30.7**	**25.7**	**11.5**	**7.8**	**.0969**
Tulare	2,435,219	18,022	30.7	25.7	11.5	7.8	.0969
• Porterville	204,255	17,500	28.6	25.4	12.5	6.0	.0113
• Tulare	227,813	17,741	30.1	26.5	11.0	6.6	.0104
• Visalia	629,925	21,124	26.7	27.5	15.1	9.8	.0305
SUBURBAN TOTAL	1,373,226	17,129	32.9	24.8	9.9	7.4	.0447
YUBA CITY	**1,161,120**	**19,636**	**29.1**	**25.5**	**13.4**	**10.2**	**.0408**
Sutter	632,911	20,876	27.3	25.4	14.8	11.7	.0223
• Yuba City	224,496	18,030	30.0	26.0	11.0	8.0	.0118
Yuba	528,209	18,510	31.0	25.6	11.8	8.6	.0185
SUBURBAN TOTAL	936,624	20,090	28.8	25.4	14.0	10.8	.0290
OTHER COUNTIES							
Alpine	11,800	19,900	23.7	25.3	8.0	16.5	.0004
Amador	299,243	22,505	25.9	28.0	17.2	10.5	.0105
Calaveras	313,901	21,156	27.5	29.0	13.0	10.7	.0097
Colusa	164,363	21,423	26.1	26.7	12.4	14.4	.0053
Del Norte	172,510	16,746	29.5	26.4	9.8	5.8	.0064
Glenn	273,522	23,323	24.3	28.3	15.0	14.4	.0088
Humboldt	1,351,924	21,839	25.0	26.4	14.8	12.5	.0477
Imperial	947,555	20,447	27.8	26.2	13.6	11.4	.0360
Inyo	216,399	21,124	25.4	26.5	15.5	10.4	.0089
Kings	823,141	21,209	27.8	27.6	14.4	10.9	.0275
Lake	521,055	16,039	32.0	21.6	10.5	7.7	.0174
Lassen	226,072	20,785	28.9	29.3	14.8	7.8	.0083
Madera	846,102	23,520	24.4	25.5	16.8	14.6	.0266
Mariposa	158,254	19,477	29.8	25.8	14.3	8.7	.0049
Mendocino	869,916	22,273	24.8	28.5	15.1	11.2	.0303
Modoc	90,236	17,390	29.7	24.6	11.7	7.4	.0030
Mono	142,725	27,137	24.5	28.5	16.4	18.2	.0049
Nevada	896,841	24,312	24.2	27.0	16.9	15.1	.0289
Plumas	222,621	21,201	27.9	29.3	14.6	9.1	.0074
San Benito	353,871	26,230	22.8	29.5	18.4	15.0	.0109
San Luis Obispo	2,360,440	22,996	25.5	25.8	16.1	14.7	.0772
Sierra	41,329	20,875	23.7	26.1	15.8	10.0	.0012
Siskiyou	465,267	20,510	26.4	29.0	14.2	8.0	.0157
Tehama	456,885	19,272	26.5	28.4	11.9	7.9	.0173
Trinity	147,214	20,504	27.7	30.1	12.1	9.0	.0046
Tuolumne	415,301	18,521	31.0	26.3	12.7	7.1	.0143
TOTAL METRO COUNTIES	**368,022,642**	**28,578**	**20.1**	**24.9**	**17.4**	**22.5**	**11.7848**
TOTAL STATE	**380,811,129**	**28,227**	**20.4**	**24.8**	**17.3**	**22.1**	**12.2189**

COLORADO

COLO.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER - LONGMONT	**217.6**	**.0894**	**29.4**	**16.8**	[illegible]	**20.3**	**16.3**	**85.0**	**1,621,330**	**370,719**	**193,270**	**158,040**	**109,330**	**320,223**	**35,164**
Boulder	217.6	.0894	29.4	16.8	23.8	20.3	16.3	85.0	1,621,330	370,719	193,270	158,040	109,330	320,223	35,164
• Boulder	80.2	.0330	28.0	26.7	25.0	16.8	15.6	32.2	917,613	162,591	119,420	119,977	75,938	178,456	16,030
• Longmont	50.9	.0209	30.2	10.6	22.0	19.9	19.5	19.7	395,119	105,290	37,361	34,313	19,391	88,977	12,574
SUBURBAN TOTAL	86.5	.0355	30.4	11.2	24.0	23.8	15.1	33.1	308,598	102,838	36,489	3,750	14,001	52,790	6,560
COLORADO SPRINGS	**372.0**	**.1529**	**28.9**	**15.5**	**19.8**	**20.0**	**17.9**	**138.7**	**2,339,949**	**441,163**	**246,186**	**320,847**	**123,100**	**512,813**	**36,618**
El Paso	372.0	.1529	28.9	15.5	19.8	20.0	17.9	138.7	2,339,949	441,163	246,186	320,847	123,100	512,813	36,618
• Colorado Springs	264.6	.1088	30.2	13.8	20.0	20.0	20.4	106.2	2,119,030	394,605	212,869	284,601	116,466	503,308	34,242
SUBURBAN TOTAL	107.4	.0441	25.5	19.9	19.1	20.2	11.8	32.5	220,919	46,558	33,317	36,246	6,634	9,505	2,376
DENVER	**1,649.4**	**.6782**	**30.9**	**11.3**	**21.8**	**21.0**	**20.1**	**664.1**	**11,941,172**	**2,460,270**	**1,411,129**	**1,472,048**	**791,147**	**2,292,588**	**270,533**
Adams	282.9	.1163	28.7	12.9	20.7	20.2	16.7	103.8	1,795,284	455,720	149,614	253,685	110,507	313,941	47,162
Thornton	48.5	.0199	27.3	12.0	25.9	17.4	12.7	16.7	397,518	78,149	26,951	73,045	13,699	127,505	8,270
Westminster	63.2	.0260	27.8	11.7	27.7	[illegible]	11.1	22.1	257,892	75,129	28,797	45,855	17,488	7,118	9,169
Arapahoe	387.5	.1594	30.6	10.1	22.2	23.7	16.7	152.1	3,009,656	489,809	286,059	495,058	159,966	766,199	50,099
Aurora	208.3	.0856	29.4	11.4	26.0	20.9	14.6	78.9	1,440,067	334,928	142,519	273,066	79,434	230,998	22,844
Denver	508.0	.2089	32.2	12.9	23.0	16.6	26.9	232.5	3,947,646	732,292	655,092	339,892	333,564	492,773	90,527
• Denver	508.0	.2089	32.2	12.9	23.0	16.6	26.9	232.5	3,947,646	732,292	655,092	339,892	333,564	492,773	90,527
Douglas	39.5	.0162	31.7	6.5	18.5	28.9	15.0	12.8	96,105	34,023	9,235	177	2,863	12,588	2,233
Jefferson	431.5	.1774	31.0	10.0	21.3	23.6	17.8	162.9	3,092,481	748,426	311,129	383,236	184,247	707,087	80,512
Arvada	94.6	.0389	30.1	10.0	20.3	24.6	15.4	34.0	407,102	150,603	45,264	37,304	19,909	35,113	9,365
Lakewood	123.9	.0509	32.8	10.8	18.3	24.7	21.3	48.6	1,483,923	192,137	136,021	244,922	92,178	528,300	27,789
SUBURBAN TOTAL	1,141.4	.4693	30.3	10.7	21.3	23.0	17.0	431.6	7,993,526	1,727,978	756,037	1,132,156	457,583	1,799,815	180,006
DENVER - BOULDER CONSOLIDATED AREA	*1,867.0*	*.7676*	*30.7*	*12.0*	*22.0*	*20.9*	*19.7*	*749.1*	*13,562,502*	*2,830,989*	*1,604,399*	*1,630,088*	*900,477*	*2,612,811*	*305,697*
FORT COLLINS - LOVELAND	**181.1**	**.0745**	**29.2**	**17.1**	**22.1**	**18.4**	**18.8**	**69.3**	**1,031,295**	**230,076**	**102,133**	**130,707**	**55,158**	**198,505**	**19,214**
Larimer	181.1	.0745	29.2	17.1	22.1	18.4	18.8	69.3	1,031,295	230,076	102,133	130,707	55,158	198,505	19,214
• Fort Collins	77.0	.0317	26.7	26.4	22.9	15.2	15.9	29.4	659,516	144,206	63,436	103,565	40,251	117,022	10,801
• Loveland	37.0	.0152	31.7	10.2	20.5	19.3	23.8	14.6	245,568	55,458	18,767	19,196	8,586	63,265	6,704
SUBURBAN TOTAL	67.1	.0276	30.9	10.3	21.8	21.6	19.6	25.3	126,211	30,412	19,930	7,946	6,321	18,218	1,709
GREELEY	**137.8**	**.0566**	**29.2**	**14.8**	**19.0**	**18.7**	**20.2**	**50.5**	**614,796**	**149,672**	**60,022**	**72,060**	**27,893**	**143,707**	**16,070**
Weld	137.8	.0566	29.2	14.8	19.0	18.7	20.2	50.5	614,796	149,672	60,022	72,060	27,893	143,707	16,070
• Greeley	57.4	.0236	28.1	20.4	19.9	15.9	20.5	22.2	443,434	107,153	35,492	69,962	21,433	106,333	12,869
SUBURBAN TOTAL	80.4	.0330	29.9	10.7	18.4	20.7	20.0	28.3	171,362	42,519	24,530	2,098	6,460	37,374	3,201
PUEBLO	**125.3**	**.0516**	**32.3**	**10.9**	**16.7**	**18.3**	**27.2**	**48.1**	**649,143**	**163,141**	**67,802**	**105,938**	**37,186**	**104,295**	**18,722**
Pueblo	125.3	.0516	32.3	10.9	16.7	18.3	27.2	48.1	649,143	163,141	67,802	105,938	37,186	104,295	18,722
• Pueblo	100.2	.0412	32.4	11.3	16.8	17.3	28.3	39.3	604,532	149,756	64,302	101,754	35,930	100,740	17,237
SUBURBAN TOTAL	25.1	.0104	32.0	9.2	15.9	22.2	23.1	8.8	44,611	13,385	3,500	4,184	1,256	3,555	1,485
OTHER COUNTIES															
Alamosa	12.4	.0051	28.0	17.0	17.7	17.2	20.4	4.5	100,960	27,488	3,730	8,260	4,481	18,335	4,099
Archuleta	4.6	.0018	32.1	7.6	17.8	20.1	24.8	1.9	37,078	8,602	2,853		378	3,648	942
Baca	5.2	.0022	34.9	8.7	14.9	18.6	31.3	1.9	36,191	3,669	1,943	985	157	8,683	773

COLO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bent	5.8	.0024	35.4	7.8	14.6	18.0	32.5	2.0	18,327	6,627	443	934	77	5,551	1,256
Chaffee	13.3	.0055	32.0	11.8	18.2	19.0	25.5	5.1	82,867	24,466	6,372	6,084	1,507	14,260	1,681
Cheyenne	2.4	.0010	34.3	8.1	15.8	15.5	33.4	1.0	8,901	2,904	1,436		319	1,915	181
Clear Creek	7.3	.0030	30.0	9.8	29.1	19.7	15.8	3.0	33,476	7,889	10,971	599	205	2,846	970
Conejos	8.1	.0033	29.3	9.6	14.4	17.4	24.4	2.7	15,218	6,298	335	1,950	132	206	1,830
Costilla	3.7	0016	33.8	9.1	13.7	18.6	29.8	1.2	3,334	894	311	348	120	171	
Crowley	3.1	.0012	40.6	7.6	12.8	16.7	39.5	1.2	3,513	234	272		106	1,005	442
Custer	2.0	.0008	34.1	8.4	16.8	20.3	28.2	.6	5,351	1,495	486			112	114
Delta	23.7	.0098	36.5	7.7	14.9	18.2	33.9	9.3	104,258	30,482	5,930	5,991	3,986	22,161	3,316
Dolores	1.7	.0007	32.6	9.4	15.1	20.0	26.3	.6	5,033	2,089	565			1,795	
Eagle	17.3	.0071	28.7	16.9	35.7	17.5	9.9	7.2	223,377	49,116	45,018	214	6,375	10,771	6,623
Elbert	8.6	.0036	31.6	6.7	20.0	23.0	20.3	2.9	5,499	3,111	507		86	126	145
Fremont	31.9	.0131	35.6	8.5	16.6	18.0	32.9	12.1	119,995	34,800	12,642	14,832	3,502	19,142	6,662
Garfield	27.0	.0111	30.5	11.6	22.6	19.7	20.2	10.3	263,276	65,174	28,628	16,292	7,669	60,745	9,707
Gilpin	2.8	.0012	31.7	6.8	29.5	23.6	16.5	1.3	4,011	353	1,592		57	108	129
Grand	9.3	.0038	29.4	12.4	26.9	19.6	15.4	3.7	62,762	15,290	10,570	813	964	6,399	3,079
Gunnison	10.9	.0045	26.0	29.2	23.8	16.0	12.6	4.1	73,542	17,452	13,167	304	1,933	12,697	2,334
Hinsdale	.5	.0002	32.6	8.2	24.2	24.2	20.0	.2	4,880	1,198	653				
Huerfano	6.9	.0028	37.0	7.4	13.6	16.8	35.5	2.8	39,188	15,984	3,631	281	931	3,459	1,000
Jackson	1.8	.0008	31.4	10.6	19.0	23.1	20.0	.7	7,636	2,463	760		97	1,777	125
Kiowa	1.9	.0008	41.5	7.2	11.8	17.1	41.2	.7	5,860	2,425	856				773
Kit Carson	7.6	.0031	33.5	9.1	15.1	18.7	29.1	2.9	52,344	12,979	2,553	2,700	701	15,036	3,081
Lake	7.7	.0032	26.6	16.1	22.4	18.3	12.8	2.6	32,128	9,697	2,620	329	424	3,402	3,384
La Plata	32.3	.0132	29.6	16.7	20.0	18.5	20.7	11.9	230,026	55,345	29,808	14,299	12,418	35,384	3,061
Las Animas	14.4	.0059	34.9	10.6	14.1	15.4	34.4	5.6	42,682	14,901	3,310	2,965	1,416	8,650	1,744
Lincoln	4.7	.0019	38.6	9.1	13.0	19.5	35.4	1.8	69,667	8,891	9,246	2,199	521	14,240	2,234
Logan	19.8	.0082	31.6	13.2	15.4	17.7	27.0	7.7	141,442	23,612	10,193	12,379	5,111	45,866	2,971
Mesa	91.1	.0374	31.2	11.6	19.4	18.9	23.8	33.9	777,097	161,035	59,545	89,148	42,453	159,647	19,322
Mineral	.8	.0004	32.4	9.8	19.0	23.4	21.7	.3	3,347	879	245			54	
Moffat	15.2	.0062	28.4	12.1	22.6	19.8	15.4	5.5	106,462	27,885	8,322	7,221	2,844	25,249	1,274
Montezuma	19.3	.0080	31.1	9.5	16.9	19.9	23.5	6.8	130,141	33,813	11,514	8,394	3,741	25,377	2,665
Montrose	25.7	.0105	33.0	8.6	16.6	21.1	25.5	9.5	134,224	33,602	9,824	13,264	5,571	26,868	3,160
Morgan	23.1	.0095	32.0	10.4	16.5	18.2	26.8	8.6	147,130	38,661	12,908	17,494	4,315	29,142	2,703
Otero	21.4	.0088	33.1	9.6	14.5	17.7	29.6	8.2	93,501	25,004	8,529	17,411	5,975	10,217	2,430
Ouray	2.2	.0009	34.2	6.3	19.7	22.1	26.4	.7	7,626	947	2,787	180	67	105	118
Park	7.4	.0031	30.9	6.6	25.3	22.7	16.9	2.7	9,684	1,709	2,371	1,220	99	911	191
Phillips	4.4	.0018	37.3	7.9	14.0	18.1	34.8	1.8	26,390	6,564	1,115	730		12,342	815
Pitkin	11.2	.0046	30.5	13.5	37.3	23.5	9.8	5.0	193,291	21,403	57,313	75	11,285	1,825	13,063
Prowers	14.0	.0057	31.2	10.3	16.1	17.7	26.1	5.4	103,136	22,441	10,557	5,720	3,890	19,075	3,209
Rio Blanco	6.5	.0026	28.6	14.1	18.4	19.7	18.5	2.3	24,747	10,136	2,321	104	609	2,884	520
Rio Grande	11.0	.0046	32.4	9.5	15.5	19.0	27.0	3.7	57,706	18,793	2,852	2,395	3,085	8,358	3,606
Routt	15.1	.0062	29.1	12.7	32.4	19.0	11.9	5.8	96,887	22,150	15,726	532	5,121	8,004	2,589
Saguache	3.9	.0016	31.7	10.0	16.0	17.3	27.4	1.4	6,961	1,499	416		63	2,283	
San Juan	.9	.0003	28.5	11.1	27.1	17.9	14.4	.4	6,975	540	1,851				1,013
San Miguel	3.5	.0015	29.6	9.5	35.8	18.4	12.4	1.4	12,631	3,633	2,852	686	227	75	168
Sedgwick	3.1	.0013	38.5	7.6	13.0	18.1	36.3	1.4	19,794	4,028	890	131	686	8,415	1,469
Summit	11.4	.0046	28.2	18.4	38.7	16.8	6.9	4.8	167,835	31,879	36,666	328	6,333	9,636	3,545
Teller	11.7	.0048	32.2	6.9	22.1	23.5	20.2	4.3	48,076	18,054	6,475	2,394	1,198	1,744	475
Washington	5.4	.0023	36.0	8.3	15.0	18.3	32.9	2.0	22,255	5,665	2,194	2,028	217	3,996	1,171
Yuma	9.9	.0041	34.3	8.2	15.3	18.8	30.2	3.9	62,256	17,811	2,817	3,282	1,625	13,858	1,107
TOTAL METRO COUNTIES	**2,683.2**	**1.1032**	**30.4**	**12.9**	**21.4**	**20.4**	**19.7**	**1,055.7**	**18,197,685**	**3,815,041**	**2,080,542**	**2,259,640**	**1,143,814**	**3,572,131**	**396,321**
TOTAL STATE	**3,300.1**	**1.3569**	**30.5**	**12.6**	**21.1**	**20.1**	**20.5**	**1,289.0**	**22,288,659**	**4,779,100**	**2,557,033**	**2,525,135**	**1,296,891**	**4,260,686**	**523,590**

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COLO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOULDER - LONGMONT	2,978,667	28,036	20.8	28.0	17.7	19.3	.1008
Boulder	2,978,667	28,036	20.8	28.0	17.7	19.3	.1008
• Boulder	1,077,927	23,630	24.4	25.5	14.1	18.0	.0433
• Longmont	630,262	28,047	20.3	33.3	19.7	13.8	.0228
SUBURBAN TOTAL	1,270,478	31,772	17.8	27.1	20.2	23.8	.0347
COLORADO SPRINGS	4,424,196	24,101	25.5	29.3	16.4	13.9	.1523
El Paso	4,424,196	24,101	25.5	29.3	16.4	13.9	.1523
• Colorado Springs	3,279,350	23,695	25.6	28.6	15.9	14.0	.1198
SUBURBAN TOTAL	1,144,846	25,465	25.5	31.1	18.2	13.8	.0325
DENVER	24,235,480	29,897	19.1	27.6	19.9	20.8	.7846
Adams	3,453,585	28,965	19.6	32.4	21.6	15.6	.1176
Thornton	556,611	30,139	17.4	35.4	23.8	14.1	.0214
Westminster	774,981	31,654	16.2	32.9	26.2	16.2	.0234
Arapahoe	6,215,426	33,785	16.7	27.1	21.9	25.9	.1972
Aurora	2,877,878	31,618	17.7	31.2	23.2	19.5	.0947
Denver	7,176,911	22,763	24.2	27.0	14.7	14.5	.2423
• Denver	7,176,911	22,763	24.2	27.0	14.7	14.5	.2423
Douglas	638,951	42,324	10.1	21.6	23.8	38.9	.0159
Jefferson	6,750,607	35,518	14.4	26.5	24.1	27.0	.2116
Arvada	1,380,672	36,687	13.2	26.1	27.8	25.8	.0392
Lakewood	1,978,652	34,350	15.7	27.1	22.2	26.7	.0735
SUBURBAN TOTAL	17,058,569	33,389	16.4	28.0	22.7	24.2	.5423
DENVER - BOULDER CONSOLIDATED AREA	*27,214,147*	*29,670*	*19.3*	*27.7*	*19.6*	*20.7*	*.8854*
FORT COLLINS - LOVELAND	2,098,215	23,821	24.6	28.8	16.5	13.2	.0711
Larimer	2,098,215	23,821	24.6	28.8	16.5	13.2	.0711
• Fort Collins	864,625	21,861	25.7	26.4	15.1	12.7	.0342
• Loveland	435,211	24,133	24.6	29.7	17.6	11.6	.0153
SUBURBAN TOTAL	798,379	25,961	23.2	31.4	17.3	14.6	.0216
GREELEY	1,387,353	21,752	25.3	30.1	14.3	9.7	.0470
Weld	1,387,353	21,752	25.3	30.1	14.3	9.7	.0470
• Greeley	598,956	19,907	25.6	26.9	13.4	9.6	.0238
SUBURBAN TOTAL	788,397	23,057	24.9	32.8	15.1	9.7	.0232
PUEBLO	1,243,146	20,108	25.5	27.2	13.7	9.4	.0443
Pueblo	1,243,146	20,108	25.5	27.2	13.7	9.4	.0443
• Pueblo	998,338	19,404	25.8	26.2	13.3	9.1	.0373
SUBURBAN TOTAL	244,808	23,207	24.3	31.4	15.0	10.8	.0070
OTHER COUNTIES							
Alamosa	111,348	16,908	27.8	25.9	9.2	8.0	.0050
Archuleta	42,472	16,936	29.0	26.9	8.0	6.9	.0019
Baca	33,369	12,552	33.5	16.5	6.4	4.6	.0017
Bent	46,800	16,507	36.0	22.5	11.3	4.9	.0016
Chaffee	135,446	21,734	26.9	31.9	14.2	7.9	.0051
Cheyenne	20,182	15,111	32.8	25.4	6.6	4.9	.0007
Clear Creek	86,098	24,067	23.0	36.6	16.5	9.2	.0027
Conejos	38,632	11,647	37.5	15.6	3.6	.7	.0016
Costilla	21,497	11,837	31.5	16.4	5.5	4.2	.0008
Crowley	23,057	14,620	36.3	23.1	6.0	3.9	.0006
Custer	11,427	15,143	31.7	27.4	5.7	3.2	.0005
Delta	212,799	16,464	30.7	24.0	11.7	6.2	.0077
Dolores	13,242	18,071	26.0	28.7	10.3	6.2	.0005
Eagle	270,957	31,161	16.7	30.3	21.7	20.9	.0105
Elbert	85,146	23,745	24.1	25.3	20.1	11.4	.0023
Fremont	291,832	17,495	28.2	28.0	10.0	5.7	.0099
Garfield	329,100	26,964	22.0	27.1	19.9	15.0	.0131
Gilpin	35,117	24,452	20.8	36.8	15.2	8.5	.0009
Grand	107,920	24,822	22.7	34.5	15.2	11.9	.0039
Gunnison	129,754	23,874	22.8	28.1	14.8	14.9	.0045
Hinsdale	6,145	23,222	25.0	35.0	12.0	12.5	.0003
Huerfano	54,044	13,625	30.7	20.8	7.6	5.3	.0022
Jackson	15,626	18,692	32.1	33.0	8.1	4.1	.0006
Kiowa	17,904	18,850	28.8	26.4	11.1	9.6	.0005
Kit Carson	70,860	19,400	25.7	28.6	12.4	7.4	.0030
Lake	78,419	27,525	20.8	37.6	21.8	7.9	.0025
La Plata	356,446	22,626	25.9	27.3	15.1	12.9	.0133
Las Animas	112,060	14,871	28.4	22.8	10.3	4.4	.0038
Lincoln	43,674	18,364	28.5	27.2	11.7	7.3	.0026
Logan	191,244	19,487	29.1	29.5	11.8	7.2	.0077
Mesa	1,011,096	23,642	24.2	28.3	16.7	12.9	.0402
Mineral	8,025	21,111	28.3	29.0	14.0	9.7	.0004
Moffat	175,534	28,264	19.0	34.7	22.1	12.0	.0062
Montezuma	180,356	20,376	27.2	26.4	15.7	8.8	.0073
Montrose	276,295	22,781	26.5	32.1	13.8	11.3	.0095
Morgan	220,238	19,884	28.6	27.6	13.8	8.4	.0086
Otero	172,610	15,721	30.8	25.1	8.4	5.4	.0066
Ouray	17,616	18,750	29.0	26.3	11.7	8.6	.0007
Park	82,250	25,863	21.7	30.1	19.3	12.8	.0021
Phillips	43,765	17,551	30.2	25.3	9.9	8.3	.0017
Pitkin	173,614	26,589	25.9	27.8	15.1	18.4	.0077
Prowers	123,536	17,194	27.7	25.8	9.9	7.3	.0053
Rio Blanco	81,501	31,157	18.1	28.5	24.5	17.3	.0025
Rio Grande	119,158	24,581	20.5	25.8	18.1	15.6	.0041
Routt	186,259	27,383	21.5	32.7	19.6	14.2	.0063
Saguache	31,217	16,156	32.6	22.4	8.1	7.9	.0009
San Juan	8,487	18,385	31.7	32.4	10.3	2.0	.0004
San Miguel	30,965	17,853	29.8	30.4	9.6	4.9	.0011
Sedgwick	30,409	17,365	35.7	26.6	9.1	4.8	.0012
Summit	173,586	29,885	19.5	31.6	20.8	18.7	.0072
Teller	106,838	20,178	28.2	29.3	12.6	8.6	.0037
Washington	52,263	22,091	25.4	30.7	14.1	9.7	.0018
Yuma	96,675	17,758	28.3	24.6	11.3	9.0	.0037
TOTAL METRO COUNTIES	36,367,057	27,651	21.0	28.1	18.5	18.2	1.2001
TOTAL STATE	42,761,967	26,397	22.0	28.0	17.7	16.8	1.4413

CONNECTICUT

CONN.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	828.6	.3407	35.4	9.4	15.6	22.1	28.6	296.4	7,393,467	1,408,559	700,280	848,519	391,180	1,586,039	160,505
Fairfield	828.6	.3407	35.4	9.4	15.6	22.1	28.6	296.4	7,393,467	1,408,559	700,280	848,519	391,180	1,586,039	160,505
• Bridgeport	144.1	.0592	32.3	12.1	16.8	16.0	29.4	54.2	862,165	187,089	81,712	81,687	48,986	156,236	25,506
• Danbury	64.5	.0265	32.4	11.1	18.9	20.6	24.6	23.0	824,058	144,924	71,098	94,655	46,853	187,176	9,451
Fairfield	53.9	.0222	37.7	11.5	13.3	21.3	32.8	18.4	590,675	113,757	63,474	63,901	35,101	135,757	14,137
Greenwich	59.4	.0244	39.8	7.6	13.3	23.5	34.4	22.2	675,792	94,592	65,717	29,087	26,789	261,744	10,139
• Norwalk	79.3	.0326	34.3	10.0	18.3	21.5	27.3	29.7	882,936	195,065	68,688	109,981	51,884	189,538	5,859
• Stamford	103.2	.0424	36.0	9.0	17.4	21.3	30.3	39.7	1,042,065	163,964	88,710	226,950	63,092	170,652	21,633
Stratford	51.0	.0210	39.6	8.7	14.7	18.7	37.3	19.2	331,016	64,791	40,965	20,216	14,836	82,224	12,083
SUBURBAN TOTAL	437.5	.1800	36.9	8.3	13.8	24.6	28.8	149.8	3,782,243	717,517	390,072	335,246	180,365	882,437	98,056
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,097.9	.4514	33.6	11.4	17.5	20.1	27.5	404.4	8,476,312	1,664,432	879,870	916,233	414,340	1,889,309	276,216
Hartford	835.2	.3434	34.2	10.8	17.1	19.9	28.7	312.4	6,946,780	1,303,730	726,167	752,878	355,995	1,552,008	224,055
• Bristol	60.2	.0248	32.9	11.4	17.7	19.4	26.9	22.5	541,899	101,712	33,611	45,896	28,756	193,259	16,222
East Hartford	53.0	.0218	34.2	12.1	17.9	19.1	29.5	20.9	579,419	82,066	44,538	42,132	11,188	182,764	14,181
Enfield	43.1	.0177	32.1	11.1	16.3	23.3	22.0	13.9	451,212	69,477	38,055	112,152	25,072	65,706	11,732
• Hartford	138.4	.0569	29.9	14.5	17.7	16.2	24.8	54.0	856,181	113,382	168,833	92,274	51,321	155,625	38,058
Manchester	50.1	.0206	34.4	10.0	18.5	18.7	30.2	19.3	546,553	120,612	44,759	68,310	18,439	148,146	11,943

CONN. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• New Britain	73.9	.0304	34.1	14.5	17.5	14.6	33.8	29.9	357,936	76,041	38,426	29,992	11,095	91,617	17,285
West Hartford	61.4	.0252	42.7	7.9	13.5	18.9	41.0	24.5	728,628	121,367	60,087	125,232	65,752	93,972	20,937
Middlesex	**137.6**	**.0566**	**33.8**	**10.2**	**18.4**	**20.7**	**27.1**	**51.2**	**950,627**	**187,035**	**99,988**	**105,225**	**46,407**	**229,245**	**34,538**
• Middletown	40.2	.0165	32.2	14.7	18.9	17.8	26.8	15.2	302,026	58,557	31,094	53,593	16,663	62,129	14,232
Tolland	**125.1**	**.0514**	**30.0**	**16.5**	**19.3**	**20.8**	**19.5**	**40.8**	**578,905**	**173,667**	**53,715**	**58,130**	**11,938**	**108,056**	**17,623**
SUBURBAN TOTAL	785.2	.3228	34.4	10.4	17.3	21.5	27.4	282.8	6,418,270	1,314,740	607,906	694,478	306,505	1,386,679	190,419
NEW HAVEN - WATERBURY - MERIDEN	**770.6**	**.3168**	**34.0**	**11.0**	**17.1**	**18.9**	**29.5**	**284.1**	**5,408,298**	**1,162,617**	**564,005**	**655,263**	**260,945**	**1,076,662**	**139,610**
New Haven	770.6	.3168	34.0	11.0	17.1	18.9	29.5	284.1	5,408,298	1,162,617	564,005	655,263	260,945	1,076,662	139,610
Hamden	51.1	.0210	38.3	11.7	15.2	17.6	36.5	19.3	456,349	87,354	43,001	81,615	12,984	97,665	12,920
• Meriden	58.1	.0239	33.5	10.6	17.9	18.0	29.3	22.1	359,850	56,628	26,506	34,669	21,586	92,399	10,578
• Milford	51.6	.0212	33.7	10.0	18.3	20.4	27.2	18.4	498,824	99,021	59,416	41,960	45,678	105,082	8,191
• New Haven	123.9	.0509	30.5	16.0	19.3	15.0	26.4	47.5	626,715	106,559	107,931	90,918	37,954	81,889	19,877
• Waterbury	103.2	.0424	34.9	10.8	15.9	16.6	33.2	39.2	862,357	200,420	70,845	134,129	31,542	126,288	20,616
West Haven	53.4	.0220	34.2	11.6	18.9	17.8	30.8	20.9	279,642	72,634	41,035	20,770	10,797	61,265	8,176
SUBURBAN TOTAL	433.8	.1784	35.2	9.7	16.7	20.5	29.7	156.9	3,060,552	699,989	299,307	353,587	124,185	671,005	80,348
NEW LONDON - NORWICH	**251.4**	**.1034**	**31.2**	**14.2**	**17.9**	**19.0**	**24.3**	**89.4**	**1,754,912**	**333,418**	**183,130**	**137,852**	**82,830**	**480,600**	**40,642**
New London	251.4	.1034	31.2	14.2	17.9	19.0	24.3	89.4	1,754,912	333,418	183,130	137,852	82,830	480,600	40,642
Groton (town)	42.8	.0176	27.2	20.1	21.1	15.5	17.9	14.0	204,420	51,715	31,662	23,662	10,604	17,947	5,447
• New London	29.1	.0120	28.4	24.8	16.5	13.0	26.2	11.0	341,624	30,263	27,839	47,786	22,287	128,384	7,189
• Norwich	39.4	.0162	33.0	12.9	16.7	16.7	29.9	15.4	395,523	83,015	25,361	22,157	24,044	150,189	9,784
SUBURBAN TOTAL	182.9	.0752	31.3	12.8	18.4	20.4	22.8	63.0	1,017,765	220,140	129,930	67,909	36,499	202,027	23,669
OTHER COUNTIES															
Litchfield	165.2	.0679	34.9	8.6	17.1	20.7	29.1	61.0	956,537	247,501	84,131	52,786	32,003	265,534	23,950
Windham	98.3	.0405	32.2	11.4	17.1	18.7	26.4	35.3	501,468	120,686	50,205	23,577	18,611	126,876	17,445
TOTAL METRO COUNTIES	**2,948.5**	**1.2123**	**34.0**	**10.9**	**16.9**	**20.3**	**28.0**	**1,074.3**	**23,032,989**	**4,569,026**	**2,327,285**	**2,557,867**	**1,149,295**	**5,032,610**	**616,973**
TOTAL STATE	**3,212.0**	**1.3207**	**34.0**	**10.8**	**17.0**	**20.2**	**28.1**	**1,170.6**	**24,490,994**	**4,937,213**	**2,461,621**	**2,634,230**	**1,199,909**	**5,425,020**	**658,368**

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top-50 market; 2nd in the United States in Median Household Effective Buying Income.

BRIDGEPORT CONNECTICUT POST TELEGRAM

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Call Paul Ward, (Bridgeport Post) 203-333-0161
or Bob Keim, (Landon-NYC) 212-867-1112

A LOT OF NEW YORK MONEY LIVES IN FAIRFIELD COUNTY.

Any advertiser wanting to hit home with the high end income core of the N.Y. ADI had better zero in on Fairfield County: home of the highest per capita Effective Buying Income and highest average household EBI in the U.S.

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FAIRFIELD COUNTY DAILIES
FCD
one order / one bill / at a discount

TURN TO
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FOR RESULTS
(SEE PAGE B-26)

At home with irresistible wealth

FCD The Bridgeport Post-Telegram, Danbury News-Times, Greenwich Time, The Hour (Norwalk), The Advocate (Stamford)

CONN.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**16,035,845**	**39,168**	**14.0**	**20.2**	**17.2**	**38.1**	**.4874**
Fairfield	16,035,845	39,168	14.0	20.2	17.2	38.1	.4874
• Bridgeport	1,770,985	24,073	22.2	25.2	16.1	16.2	.0591
• Danbury	1,005,905	34,807	16.6	23.0	20.4	29.3	.0389
Fairfield	1,081,202	44,980	12.0	18.6	18.5	44.1	.0346
Greenwich	1,666,199	50,302	11.1	16.6	14.7	50.5	.0466
• Norwalk	1,440,064	37,751	14.4	21.6	18.7	35.2	.0486
• Stamford	2,071,228	38,278	15.1	20.2	16.8	37.2	.0644
Stratford	873,274	37,115	14.0	22.4	22.0	31.7	.0256
SUBURBAN TOTAL	9,747,663	48,137	10.3	17.6	17.2	48.1	.2764
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**16,953,593**	**33,235**	**16.4**	**25.2**	**20.6**	**26.4**	**.5468**
Hartford	12,999,902	32,725	16.9	25.0	19.9	26.2	.4278
• Bristol	880,178	31,627	17.1	29.1	21.2	22.4	.0307
East Hartford	796,917	31,738	17.6	28.1	21.9	21.5	.0295
Enfield	601,634	38,019	12.7	23.0	29.0	27.9	.0228
• Hartford	1,486,242	18,949	27.1	24.5	12.6	10.6	.0537
Manchester	798,731	33,156	16.3	29.0	21.9	24.2	.0286
• New Britain	1,012,175	25,699	21.8	28.4	17.6	15.9	.0303
West Hartford	1,301,244	39,493	14.6	20.7	17.4	38.1	.0417
Middlesex	2,183,556	34,741	15.1	25.1	22.4	27.2	.0673
• Middletown	575,487	29,516	19.3	26.3	19.6	21.7	.0191

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Tolland	1,770,135	35,128	14.6	25.9	23.4	26.9	.0517
SUBURBAN TOTAL	12,999,511	36,982	13.6	24.5	22.4	31.1	.4130
NEW HAVEN - WATERBURY - MERIDEN	**11,493,376**	**31,651**	**17.3**	**24.3**	**19.8**	**24.9**	**.3660**
New Haven	11,493,376	31,651	17.3	24.3	19.8	24.9	.3660
Hamden	840,457	34,243	16.6	23.5	21.1	27.7	.0276
• Meriden	853,922	30,938	18.4	27.3	20.5	22.2	.0264
• Milford	843,401	38,804	11.5	23.7	25.1	31.9	.0285
• New Haven	1,443,525	20,289	24.3	24.0	13.8	12.7	.0471
• Waterbury	1,317,473	25,375	21.2	25.3	17.1	17.2	.0481
West Haven	764,877	29,628	18.6	26.6	20.3	20.6	.0229
SUBURBAN TOTAL	7,035,055	35,897	14.7	24.1	21.4	30.0	.2159
NEW LONDON - NORWICH	**3,622,006**	**31,166**	**17.3**	**27.6**	**20.0**	**23.1**	**.1171**
New London	3,622,006	31,166	17.3	27.6	20.0	23.1	.1171
Groton (town)	603,512	29,828	19.1	31.8	18.4	21.7	.0178
• New London	377,839	23,284	22.8	26.8	15.6	14.3	.0157
• Norwich	520,982	26,318	20.8	28.1	17.7	16.1	.0200
SUBURBAN TOTAL	2,723,185	33,704	15.6	27.6	21.3	26.3	.0814
OTHER COUNTIES							
Litchfield	2,604,010	33,362	16.9	25.7	21.6	25.5	.0767
Windham	1,267,855	28,325	20.6	27.3	20.0	18.4	.0395
TOTAL METRO COUNTIES	**48,104,820**	**33,938**	**16.1**	**23.8**	**19.4**	**28.9**	**1.5173**
TOTAL STATE	**51,976,685**	**33,723**	**16.3**	**24.0**	**19.5**	**28.4**	**1.6335**

77% coverage of Hartford Metro adults on Sunday and 61% daily

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TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

SOURCES: S&MM Survey of Buying Power, 1986; Control Data Corp., Household Estimates, 1984; ANM, 1985-86

THE HARTFORD – NEW HAVEN ADI
NEW HAVEN PMA

New Haven Register
40 Sargent Drive, New Haven, CT 06511

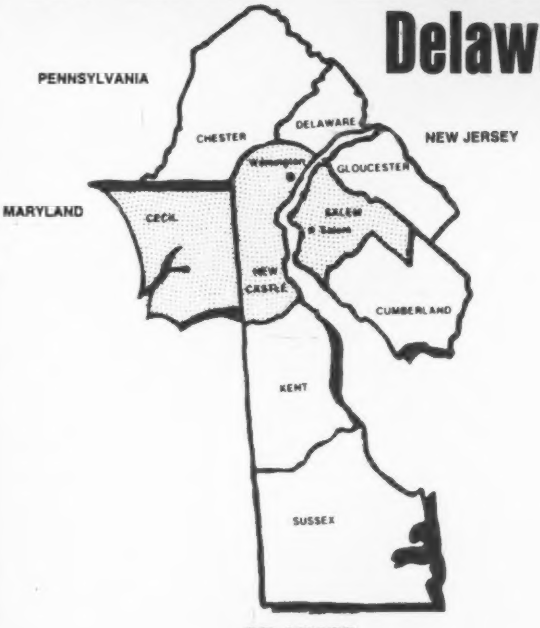
DELAWARE

DEL.
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**548.3**	**.2254**	**32.2**	**11.8**	**17.2**	**20.1**	**25.0**	**195.8**	**3,660,870**	**673,915**	**293,593**	**505,451**	**196,627**	**898,908**	**114,886**
New Castle	413.1	.1698	32.0	12.6	17.3	20.1	24.8	148.3	3,099,561	564,542	247,547	476,213	176,733	753,401	97,751
• Wilmington	70.4	.0289	33.5	10.0	16.5	16.1	31.4	27.6	557,644	50,282	53,822	18,715	28,226	179,478	31,730
Cecil, Md.	*67.1*	*.0276*	*31.7*	*9.7*	*17.1*	*20.8*	*23.6*	*22.8*	*319,283*	*57,096*	*26,025*	*16,237*	*7,470*	*81,565*	*7,639*
Salem, N. J.	*68.1*	*.0280*	*33.4*	*9.4*	*16.1*	*19.5*	*28.0*	*24.7*	*242,026*	*52,277*	*20,021*	*13,001*	*12,424*	*63,942*	*9,496*
SUBURBAN TOTAL	477.9	.1965	32.0	12.1	17.3	20.6	24.2	168.2	3,103,226	623,633	239,771	486,736	168,401	719,430	83,156
OTHER COUNTIES															
Kent	106.3	.0437	30.0	13.1	17.6	20.3	20.8	36.5	687,529	120,742	48,193	103,469	20,921	175,476	18,865
Sussex	110.7	.0455	34.7	9.6	15.7	18.7	30.8	40.8	716,905	145,999	82,484	53,388	40,345	107,732	27,154
TOTAL METRO COUNTIES	**413.1**	**.1698**	**32.0**	**12.6**	**17.3**	**20.1**	**24.8**	**148.3**	**3,099,561**	**564,542**	**247,547**	**476,213**	**176,733**	**753,401**	**97,751**
TOTAL STATE	**630.1**	**.2590**	**32.1**	**12.1**	**17.1**	**19.9**	**25.2**	**225.6**	**4,503,995**	**831,283**	**378,224**	**633,070**	**237,999**	**1,036,609**	**143,770**

We Deliver The Best Of The Philadelphia ADI
Delaware: A Top 100 Market



DELAWARE
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Wilmington MSA is shaded area.

The Wilmington MSA is a top 100 market and a "must buy" when buying the Philadelphia ADI. Because only the News-Journal papers deliver prime consumers in New Castle County, the richest portion of the Wilmington MSA, with 69% daily and Sunday coverage. The Philadelphia Inquirer deliver less than 5% daily and 11% Sunday.

- Average household EBI ranks 31 at $36,729 in the top 100 markets, placing the Wilmington, Delaware MSA above such places as Chicago, San Diego, Los Angeles, Atlanta.*
- New Castle County, Delaware is the richest portion of the MSA, with an average household EBI opf $37,222.*
- 247,000 New Castle County adults (83%) read The Morning News and/or Evening Journal over a typical 5-day period.**
- 235,000 New Castle County adults (79%) read the Sunday News Journal during a typical month.**
- Detailed market information available from our 1985 Belden Associates survey. Call Eileen Leber, National Advertising Manager, 800-235-9100, ext. 2244 or (302) 573-2244.

News-Journal papers

GANNETT

*S&MM, Survey of Buying Power, 1986
**Belden Associates, 1985
***Circulation 86/86

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WILMINGTON	**7,418,744**	**29,478**	**19.0**	**26.4**	**19.8**	**20.5**	**.2438**
New Castle	5,675,819	29,383	18.8	26.6	19.4	20.6	.1922
• Wilmington	758,614	17,703	26.5	22.6	12.2	10.2	.0298
Cecil, Md.	*754,362*	*27,544*	*20.6*	*30.6*	*19.6*	*15.4*	*.0246*
Salem, N. J.	*988,563*	*32,766*	*17.8*	*22.1*	*22.3*	*24.4*	*.0270*
SUBURBAN TOTAL	6,660,130	31,286	17.7	27.1	21.1	22.1	.2140

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Kent	1,147,580	22,920	25.8	28.4	17.1	11.2	.0420
Sussex	1,161,596	20,850	27.7	28.6	14.7	8.8	.0431
TOTAL METRO COUNTIES	**5,675,819**	**29,383**	**18.8**	**26.6**	**19.4**	**20.6**	**.1922**
TOTAL STATE	**7,984,995**	**26,477**	**21.6**	**27.2**	**18.2**	**16.9**	**.2773**

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**3,544.0**	**1.4573**	**31.8**	**11.3**	**20.5**	**22.9**	**20.5**	**1,317.4**	**26,757,621**	**4,839,527**	**2,738,363**	**3,141,396**	**1,789,270**	**6,680,074**	**960,383**
District of Columbia	620.0	.2550	33.1	13.2	20.5	19.4	26.6	252.9	3,392,998	591,240	746,449	312,719	212,707	196,095	171,265
• Washington	620.0	.2550	33.1	13.2	20.5	19.4	26.6	252.9	3,392,998	591,240	746,449	312,719	212,707	196,095	171,265
Calvert, Md.	43.6	.0179	30.9	8.7	18.6	21.2	21.2	14.2	107,384	32,754	14,551	7,032	2,180	16,466	4,247
Charles, Md.	89.5	.0368	29.1	9.9	18.4	23.6	15.5	27.5	318,420	85,140	25,130	11,752	10,849	70,809	41,392
Frederick, Md.	134.6	.0554	31.4	10.5	19.3	21.4	21.6	45.4	771,251	169,330	65,187	94,546	31,197	193,505	16,936
• *Frederick*	33.9	.0139	32.2	12.9	20.5	16.1	28.1	13.3	537,027	135,372	41,490	77,803	21,673	128,751	12,152
Montgomery, Md.	653.1	.2685	33.9	9.5	18.5	23.7	24.4	245.7	6,053,328	1,051,753	445,041	743,198	481,239	1,684,030	183,700
Rockville	48.0	.0197	31.9	10.3	19.0	24.3	19.8	16.6	755,074	130,193	62,990	43,564	90,560	233,998	15,085
Prince George's, Md.	679.1	.2792	29.7	13.5	20.7	22.1	17.0	240.2	5,253,177	1,024,023	430,933	644,207	289,198	1,436,192	157,501
Alexandria city, Va.	111.8	.0459	32.7	11.5	28.4	20.5	23.1	55.2	1,121,025	135,013	121,688	168,578	65,040	405,961	31,109
Alexandria	111.8	.0459	32.7	11.5	28.4	20.5	23.1	55.1	1,121,025	135,013	121,688	168,578	65,040	405,961	31,109
Arlington, Va.	156.4	.0643	33.6	13.2	25.9	20.0	26.4	74.3	1,244,048	198,949	164,719	92,229	81,406	447,544	66,236
• *Arlington*	156.4	.0643	33.6	13.2	25.9	20.0	26.4	74.2	1,244,048	198,949	164,719	92,229	81,406	447,544	66,236
Fairfax, Va.	701.5	.2885	32.1	9.5	20.0	26.8	17.3	250.8	5,456,029	1,000,177	481,729	710,331	441,480	1,310,337	189,155
Fairfax city, Va.	20.1	.0082	31.8	13.1	20.1	23.0	20.5	7.3	829,472	86,912	69,025	158,791	66,591	275,182	29,576
Fairfax	20.1	.0082	31.8	13.1	20.1	23.0	20.5	7.3	829,472	86,912	69,025	158,791	66,591	275,182	29,576
Falls Church city, Va.	9.4	.0039	37.1	8.6	21.0	21.9	31.5	4.4	301,183	29,042	17,902	60,223	12,097	123,353	8,534
Falls Church	9.4	.0039	37.1	8.6	21.0	21.9	31.5	4.3	301,183	29,042	17,902	60,223	12,097	123,353	8,534
Loudoun, Va.	71.0	.0292	31.1	8.2	20.0	25.3	16.9	23.6	371,334	118,817	22,587	16,672	21,161	68,603	20,141
Manassas city, Va.	19.4	.0080	28.8	10.6	24.1	20.6	14.5	6.6	304,518	55,509	19,761	16,092	8,007	137,878	5,476
Manassas	19.4	.0080	28.8	10.6	24.1	20.6	14.5	6.6	304,518	55,509	19,761	16,092	8,007	137,878	5,476
Manassas Park city, Va.	7.2	.0030	25.9	12.5	21.3	19.8	10.8	2.2	16,602	8,380	1,365		826	3,069	1,488
Manassas Park	7.2	.0030	25.9	12.5	21.3	19.8	10.8	2.2	16,602	8,380	1,365		826	3,069	1,488
Prince William, Va.	174.2	.0716	27.9	10.9	21.9	25.2	9.2	51.1	1,024,301	187,265	92,474	92,037	63,910	276,741	32,452
Stafford, Va.	53.1	.0219	29.9	10.3	19.2	24.0	16.3	16.0	192,551	65,223	19,822	12,989	1,382	34,309	1,175
SUBURBAN TOTAL	2,733.7	1.1241	31.4	10.7	20.2	24.0	18.7	977.0	21,583,548	3,913,966	1,785,705	2,658,645	1,473,484	5,907,684	710,730
TOTAL METRO COUNTIES	**620.0**	**.2550**	**33.1**	**13.2**	**20.5**	**19.4**	**26.6**	**252.9**	**3,392,998**	**591,240**	**746,449**	**312,719**	**212,707**	**196,095**	**171,265**
TOTAL STATE	**620.0**	**.2550**	**33.1**	**13.2**	**20.5**	**19.4**	**26.6**	**252.9**	**3,392,998**	**591,240**	**746,449**	**312,719**	**212,707**	**196,095**	**171,265**

D.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WASHINGTON	**61,476,304**	**37,209**	**14.3**	**23.3**	**19.1**	**34.1**	**1.8662**
District of Columbia	9,998,993	24,753	21.5	24.5	14.2	20.4	.2876
• Washington	9,998,993	24,753	21.5	24.5	14.2	20.4	.2876
Calvert, Md.	493,276	30,517	17.7	28.4	21.2	19.4	.0139
Charles, Md.	1,010,139	33,106	15.1	27.3	25.7	20.6	.0308
Frederick, Md.	1,638,120	30,697	18.6	28.2	21.8	19.8	.0543
• *Frederick*	424,922	25,924	21.9	29.3	19.0	14.2	.0208
Montgomery, Md.	13,121,366	44,874	11.3	20.4	18.4	43.8	.3967
Rockville	833,270	43,866	10.7	19.5	20.3	41.8	.0333
Prince George's, Md.	10,273,670	35,944	14.7	26.3	21.0	30.5	.3350
Alexandria city, Va.	2,511,778	35,322	14.3	26.8	18.9	31.7	.0740
Alexandria	2,511,778	35,322	14.5	26.7	18.8	31.7	.0740
Arlington, Va.	3,612,500	37,619	14.3	24.6	17.3	36.2	.0988
• *Arlington*	3,612,500	37,619	14.4	24.5	17.3	36.2	.0988
Fairfax, Va.	13,873,600	48,324	9.2	18.9	19.6	47.9	.4012
Fairfax city, Va.	398,557	46,063	10.1	20.7	18.8	45.6	.0252
Fairfax	398,557	46,063	10.1	20.7	18.8	45.6	.0252
Falls Church city, Va.	224,852	41,469	12.3	22.1	19.8	40.8	.0107
Falls Church	224,852	41,469	12.3	22.1	19.7	40.8	.0107
Loudoun, Va.	1,009,268	36,083	13.7	25.0	23.0	28.9	.0303
Manassas city, Va.	279,257	37,791	13.5	24.7	27.5	27.5	.0125
Manassas	279,257	37,791	13.5	24.7	27.5	27.5	.0125
Manassas Park city, Va.	68,510	28,311	15.6	45.3	21.6	7.9	.0021
Manassas Park	68,510	28,311	15.6	45.3	21.6	7.9	.0021
Prince William, Va.	2,321,162	40,231	11.3	23.6	26.7	33.1	.0741
Stafford, Va.	641,256	33,670	16.6	27.5	24.0	23.3	.0190
SUBURBAN TOTAL	47,439,889	40,555	12.3	22.8	20.6	37.7	1.4590
TOTAL METRO COUNTIES	**9,998,993**	**24,753**	**21.5**	**24.5**	**14.2**	**20.4**	**.2876**
TOTAL STATE	**9,998,993**	**24,753**	**21.5**	**24.5**	**14.2**	**20.4**	**.2876**

FLORIDA

FLA.
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

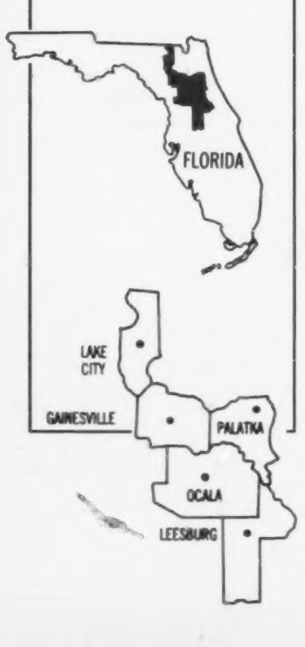
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**180.5**	**.0742**	**45.3**	**7.6**	**12.7**	**14.9**	**46.1**	**77.0**	**1,268,806**	**242,843**	**126,934**	**122,825**	**68,735**	**410,327**	**44,912**
Manatee	180.5	.0742	45.3	7.6	12.7	14.9	46.1	77.0	1,268,806	242,843	126,934	122,825	68,735	410,327	44,912
• Bradenton	38.0	.0156	43.3	8.4	13.5	13.9	44.5	16.0	390,702	71,474	21,637	10,093	20,968	185,834	13,687
SUBURBAN TOTAL	142.5	.0586	45.9	7.4	12.4	15.3	46.4	61.0	878,104	171,369	105,297	112,732	47,767	224,493	31,225
DAYTONA BEACH	**325.1**	**.1337**	**41.6**	**10.2**	**13.3**	**15.9**	**41.5**	**137.7**	**2,034,602**	**418,107**	**230,542**	**220,878**	**114,719**	**494,660**	**92,615**
Volusia	325.1	.1337	41.6	10.2	13.3	15.9	41.5	137.7	2,034,602	418,107	230,542	220,878	114,719	494,660	92,615
• Daytona Beach	60.8	.0250	36.7	15.4	13.9	13.6	38.0	26.7	803,870	96,791	86,632	145,929	45,378	257,307	28,785
SUBURBAN TOTAL	264.3	.1087	42.5	9.0	13.2	16.3	42.4	111.0	1,230,732	321,316	143,910	74,949	69,341	237,353	63,830

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,167.8**	**.4802**	**40.6**	**8.5**	**15.4**	**17.7**	**39.6**	**496.1**	**9,232,189**	**1,525,573**	**1,054,056**	**897,249**	**626,783**	**2,864,268**	**326,053**
Broward	1,167.8	.4802	40.6	8.5	15.4	17.7	39.6	496.1	9,232,189	1,525,573	1,054,056	897,249	626,783	2,864,268	326,053
• Fort Lauderdale	155.8	.0641	38.4	10.4	17.8	17.8	36.6	71.8	2,308,693	236,544	320,786	143,863	132,281	986,843	59,911
• Hollywood	127.0	.0522	44.0	8.0	13.1	17.7	43.5	55.5	1,392,817	186,782	105,765	195,624	101,071	513,078	47,325
Plantation	55.0	.0226	37.6	7.8	13.7	25.6	29.3	19.7	664,048	105,850	55,216	179,068	27,222	137,070	14,660
• Pompano Beach	69.2	.0285	51.4	8.2	12.1	14.8	51.4	33.3	859,200	91,060	46,805	105,149	61,937	340,960	33,525
SUBURBAN TOTAL	815.8	.3354	39.8	8.2	15.6	17.8	38.5	335.5	4,671,479	1,011,187	580,700	452,613	331,494	1,023,387	185,292
FORT MYERS - CAPE CORAL	**279.0**	**.1147**	**42.8**	**7.9**	**13.2**	**16.2**	**42.8**	**117.8**	**1,895,169**	**385,261**	**180,246**	**209,321**	**146,421**	**470,072**	**81,450**
Lee	279.0	.1147	42.8	7.9	13.2	16.2	42.8	117.8	1,895,169	385,261	180,246	209,321	146,421	470,072	81,450
• Cape Coral	49.0	.0201	50.0	5.9	11.3	16.0	50.0	20.9	187,362	57,379	14,452	12,853	15,872	11,113	14,064
• Fort Myers	41.4	.0170	33.3	11.4	15.8	16.4	31.0	17.2	947,933	154,697	63,611	140,589	63,261	326,773	31,032
SUBURBAN TOTAL	188.6	.0776	43.4	7.6	13.2	16.1	43.6	79.7	759,874	173,185	102,183	55,879	67,288	132,186	36,354
FORT PIERCE	**207.1**	**.0852**	**39.3**	**8.8**	**14.1**	**16.4**	**38.8**	**83.3**	**1,349,886**	**278,187**	**94,229**	**112,310**	**85,921**	**396,326**	**45,383**
Martin	86.2	.0354	43.9	8.2	12.8	16.0	44.3	36.2	547,662	110,277	38,315	46,280	37,988	148,9[illegible]8	17,331
St. Lucie	120.9	.0498	36.2	9.3	15.1	16.5	34.9	47.1	802,224	167,910	55,914	66,030	47,933	247,328	28,052
• Fort Pierce	38.6	.0159	33.9	11.0	14.2	16.3	32.3	15.2	633,316	115,887	47,666	57,045	36,984	236,430	18,284
SUBURBAN TOTAL	168.5	.0693	40.6	8.3	14.1	16.5	40.2	68.1	716,570	162,300	46,563	55,265	48,937	159,896	27,099
FORT WALTON BEACH	**142.6**	**.0586**	**29.7**	**14.0**	**17.8**	**22.7**	**17.9**	**51.9**	**941,399**	**154,518**	**100,088**	**122,903**	**67,153**	**249,409**	**25,094**
Okaloosa	142.6	.0586	29.7	14.0	17.8	22.7	17.9	51.9	941,399	154,518	100,088	122,903	67,153	249,409	25,094
• Fort Walton Beach	24.4	.0100	32.9	11.5	14.6	25.2	21.8	8.9	469,389	59,888	49,090	39,551	37,727	178,375	6,750
SUBURBAN TOTAL	118.2	.0486	29.2	14.5	18.4	22.2	17.2	43.0	472,010	94,630	50,998	83,352	29,426	71,034	18,344
GAINESVILLE	**199.3**	**.0819**	**27.8**	**21.5**	**21.2**	**16.6**	**18.2**	**75.0**	**1,213,207**	**267,490**	**131,368**	**145,129**	**53,811**	**300,286**	**27,721**
Alachua	175.8	.0722	27.3	23.0	21.8	16.1	17.2	67.4	1,116,430	235,791	123,701	137,966	47,576	282,800	24,054
• Gainesville	85.2	.0350	26.4	27.0	21.6	14.5	16.7	31.6	767,810	158,825	75,078	61,640	33,993	259,601	15,467
Bradford	23.5	.0097	32.7	9.9	18.3	20.6	25.2	7.6	96,777	31,699	7,667	7,163	6,235	17,486	3,667
SUBURBAN TOTAL	114.1	.0469	29.0	17.4	21.0	18.2	19.2	43.4	445,397	108,665	56,290	83,489	19,818	40,685	12,254
JACKSONVILLE	**851.7**	**.3501**	**31.4**	**11.8**	**18.1**	**19.6**	**23.9**	**320.9**	**5,097,040**	**886,825**	**500,134**	**494,259**	**236,338**	**1,479,301**	**183,580**
Clay	93.7	.0385	31.1	8.6	17.5	24.6	18.6	29.7	408,183	61,004	36,024	86,779	21,030	95,081	8,331
Duval	643.3	.2645	31.1	12.6	18.7	18.8	23.9	248.5	4,151,091	714,834	391,780	367,716	198,812	1,259,798	156,953
• Jacksonville	608.5	.2502	31.0	12.6	18.6	18.8	23.7	233.9	3,912,553	649,104	356,136	356,199	192,019	1,212,312	145,317
Nassau	41.8	.0172	30.8	9.8	17.0	21.9	21.0	14.5	187,694	41,124	20,576	13,764	5,270	30,351	4,829
St. Johns	72.9	.0299	35.6	9.8	15.3	18.5	32.3	28.2	350,072	69,863	51,754	26,000	11,226	94,071	13,467
SUBURBAN TOTAL	243.2	.0999	32.5	9.7	17.1	21.6	24.1	87.0	1,184,487	237,721	143,998	138,060	44,319	266,989	38,263



THERE'S STRENGTH IN NUMBERS

And when you add up the numbers for the five New York Times newspapers in the Central Florida Golden Markets group, here's what you get:

- More than 130,000 daily and 120,000 Sunday circulation.
- More than 50 percent household penetration in a market that grossed $3.5 billion in total retail sales in 1986.

The Central Florida Golden Markets Group consists of the **Gainesville Sun, Ocala Star-Banner, Leesburg/Commercial, Palatka Daily News** and **Lake City Reporter**. The five-contiguous-county market can be bought at a discount through a one-order, one-bill system.

Central Florida Golden Markets

Estimated Buying Income	$5.8 Billion
Total Retail Sales	$3.5 Billion
Food Sales	$740 Million
General Merchandise	$390 Million
Furniture/Furnishings/Appliances	$173 Million
Auto Sales	$894 Million
Drug Sales	$110 Million
Eating & Drinking Sales	$297 Million

Gainesville Sun
904-374-5012

Ocala Star-Banner
904-629-0011

Leesburg/Commercial
904-787-4515

Palatka Daily News
904-328-2721

Lake City Reporter
904-752-1297

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NYT THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Source: Latest available ABC audits; Sales & Marketing Management, 1987 Survey of Buying Power

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LAKELAND - WINTER HAVEN	**373.9**	**.1537**	**34.5**	**10.4**	**15.7**	**19.0**	**30.1**	**139.5**	**2,055,253**	**468,364**	**173,803**	**235,692**	**72,402**	**599,030**	**60,751**
Polk	373.9	.1537	34.5	10.4	15.7	19.0	30.1	139.5	2,055,253	468,364	173,803	235,692	72,402	599,030	60,751
• Lakeland	65.5	.0269	35.8	12.9	15.3	15.7	35.1	27.9	827,386	152,235	70,544	122,072	25,534	266,293	20,874
• Winter Haven	23.0	.0095	39.1	9.9	14.4	16.6	38.1	10.0	401,985	77,800	39,345	62,560	14,543	117,707	12,886
SUBURBAN TOTAL	285.4	.1173	33.9	9.8	15.7	20.0	28.4	101.6	825,882	238,329	63,914	51,060	32,325	215,030	26,991
MELBOURNE - TITUSVILLE - PALM BAY	**361.7**	**.1487**	**36.5**	**10.9**	**14.3**	**20.9**	**31.2**	**144.9**	**2,109,101**	**366,370**	**199,612**	**280,156**	**100,090**	**596,211**	**121,659**
Brevard	361.7	.1487	36.5	10.9	14.3	20.9	31.2	144.9	2,109,101	366,370	199,612	280,156	100,090	596,211	121,659
• Melbourne	58.2	.0239	35.4	13.1	14.6	18.7	31.8	23.6	662,683	105,941	47,566	98,047	29,999	240,882	18,200
• Palm Bay	39.0	.0160	34.1	10.8	17.9	17.8	30.6	15.8	117,122	27,692	11,984	13,208	5,850	3,973	27,981
• Titusville	41.6	.0171	37.6	10.1	12.6	22.0	31.8	16.3	268,943	60,452	27,469	40,044	8,033	61,932	14,499
SUBURBAN TOTAL	222.9	.0917	36.9	10.5	13.9	22.0	31.0	89.2	1,060,353	172,285	112,593	128,857	56,208	289,424	60,979
MIAMI - HIALEAH	**1,785.0**	**.7339**	**36.8**	**9.9**	**15.7**	**20.5**	**32.2**	**672.1**	**13,594,699**	**2,114,506**	**1,227,425**	**1,467,303**	**739,633**	**3,895,384**	**574,118**
Dade	1,785.0	.7339	36.8	9.9	15.7	20.5	32.2	672.1	13,594,699	2,114,506	1,227,425	1,467,303	739,633	3,895,384	574,118
Coral Gables	43.0	.0177	38.4	15.6	14.5	18.4	36.1	16.3	486,262	53,873	44,410	12,863	31,070	196,080	14,137
• Hipleah	167.0	.0687	38.0	10.8	12.4	24.3	30.6	55.9	1,259,572	241,939	79,819	240,608	67,559	206,572	60,237
• Miami	385.9	.1587	39.5	9.8	14.5	20.7	35.7	149.0	3,801,959	457,163	333,702	354,327	240,238	1,198,997	147,828
• Miami Beach	98.9	.0407	65.8	4.4	7.6	11.2	69.3	57.2	519,153	111,620	87,263	29,829	13,349	50,714	57,950
North Miami	44.3	.0182	41.6	9.8	17.4	17.5	40.7	20.4	402,502	101,790	42,671	2,034	34,417	100,274	24,629
SUBURBAN TOTAL	1,133.2	.4658	34.2	10.3	17.2	20.6	28.1	410.0	8,014,015	1,303,784	726,641	842,539	418,487	2,439,101	308,103
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,952.8***	***1.2141***	***38.2***	***9.3***	***15.6***	***19.3***	***35.2***	***1,168.2***	***22,826,888***	***3,640,079***	***2,281,481***	***2,364,552***	***1,366,416***	***6,759,652***	***900,171***
NAPLES	**123.5**	**.0508**	**40.0**	**8.6**	**14.2**	**17.3**	**38.9**	**51.7**	**1,062,869**	**214,668**	**108,238**	**81,717**	**96,761**	**255,913**	**38,270**
Collier	123.5	.0508	40.0	8.6	14.2	17.3	38.9	51.7	1,062,869	214,668	108,238	81,717	96,761	255,913	38,270
• Naples	21.3	.0088	57.8	5.4	8.2	14.2	59.8	10.3	637,861	142,549	70,677	70,340	58,904	112,914	25,960
SUBURBAN TOTAL	102.2	.0420	36.9	9.3	15.4	18.0	34.6	41.4	425,008	72,119	37,561	11,377	37,857	142,999	12,310
OCALA	**172.6**	**.0710**	**38.1**	**8.3**	**13.8**	**17.9**	**36.1**	**67.6**	**1,134,064**	**226,150**	**77,542**	**129,340**	**64,208**	**253,556**	**41,205**
Marion	172.6	.0710	38.1	8.3	13.8	17.9	36.1	67.6	1,134,064	226,150	77,542	129,340	64,208	253,556	41,205
• Ocala	47.0	.0193	34.6	9.6	14.0	17.9	31.5	18.1	860,912	140,350	60,429	116,406	54,600	209,693	29,287
SUBURBAN TOTAL	125.6	.0517	39.4	7.9	13.8	17.8	37.8	49.5	273,152	85,800	17,113	12,934	9,608	43,863	11,918
ORLANDO	**899.5**	**.3699**	**32.7**	**11.8**	**17.2**	**19.9**	**26.2**	**339.8**	**6,597,486**	**1,179,615**	**728,475**	**691,637**	**318,342**	**1,994,316**	**160,180**
Orange	570.9	.2347	32.0	13.3	17.5	19.1	25.7	218.0	4,482,743	786,636	499,221	435,611	200,881	1,430,990	109,347
• Orlando	149.5	.0615	31.3	16.8	17.7	16.0	27.4	58.6	1,887,295	245,910	198,199	240,410	94,074	685,698	36,917
Osceola	84.2	.0347	37.2	9.3	14.2	18.5	34.4	32.8	644,707	129,407	94,226	46,065	25,069	193,680	17,403

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FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Seminole	244.4	.1005	33.1	9.1	17.6	22.4	24.3	89.0	1,470,036	263,572	135,028	209,961	92,392	369,646	33,430
SUBURBAN TOTAL	750.0	.3084	33.0	10.6	17.1	20.7	25.9	281.2	4,710,191	933,705	530,276	451,227	224,268	1,308,618	123,263
PANAMA CITY	**120.2**	**.0494**	**31.8**	**11.8**	**17.0**	**20.4**	**24.1**	**45.6**	**782,796**	**117,085**	**102,514**	**93,538**	**38,235**	**239,562**	**23,783**
Bay	120.2	.0494	31.8	11.8	17.0	20.4	24.1	45.6	782,796	117,085	102,514	93,538	38,235	239,562	23,783
• Panama City	37.3	.0153	35.4	11.2	16.1	17.3	30.1	15.3	553,790	60,613	47,460	73,094	29,893	208,866	16,120
SUBURBAN TOTAL	82.9	.0341	31.1	12.1	17.3	21.8	21.4	30.3	229,006	56,472	55,054	20,444	8,342	30,696	7,663
PENSACOLA	**340.3**	**.1399**	**31.0**	**12.4**	**17.3**	**20.3**	**22.8**	**125.4**	**1,860,869**	**371,418**	**180,259**	**289,987**	**90,388**	**494,388**	**46,895**
Escambia	273.0	.1123	31.2	12.6	17.4	19.9	23.4	101.4	1,616,914	300,581	159,952	265,224	81,177	439,183	36,890
• Pensacola	65.6	.0270	34.4	10.3	16.0	18.6	30.4	26.3	564,995	66,923	51,949	63,429	25,899	255,197	12,367
Santa Rosa	67.3	.0276	30.6	11.5	17.4	22.2	20.2	24.0	243,955	70,837	20,307	24,763	9,211	55,205	10,005
SUBURBAN TOTAL	274.7	.1129	30.3	12.9	17.6	20.7	21.1	99.1	1,295,874	304,495	128,310	226,558	64,489	239,191	34,528
SARASOTA	**251.2**	**.1033**	**51.1**	**6.9**	**11.7**	**14.8**	**51.0**	**114.7**	**2,015,247**	**353,390**	**203,565**	**214,567**	**168,283**	**525,485**	**85,944**
Sarasota	251.2	.1033	51.1	6.9	11.7	14.8	51.0	114.7	2,015,247	353,390	203,565	214,567	168,283	525,485	85,944
• Sarasota	54.7	.0225	43.3	10.2	14.3	14.5	44.0	25.1	758,135	127,385	101,560	70,589	57,711	146,132	40,585
SUBURBAN TOTAL	196.5	.0808	53.2	6.0	11.0	14.8	52.9	89.6	1,257,112	226,005	102,005	143,978	110,572	379,353	45,359
TALLAHASSEE	**216.6**	**.0892**	**28.5**	**17.8**	**20.3**	**17.7**	**19.0**	**80.5**	**1,244,029**	**240,435**	**131,633**	**206,826**	**80,192**	**240,340**	**30,872**
Gadsden	44.3	.0183	30.4	10.3	15.6	16.9	25.8	13.9	111,877	32,774	5,604	10,256	3,977	25,143	3,802
Leon	172.3	.0709	28.1	19.7	21.6	17.9	17.2	66.6	1,132,152	207,661	126,029	196,570	76,215	215,197	27,070
• Tallahassee	121.2	.0498	27.0	26.1	20.9	14.7	18.4	47.7	938,817	164,491	111,622	189,911	61,542	159,475	19,054
SUBURBAN TOTAL	95.4	.0394	30.6	7.2	19.5	21.5	19.8	32.8	305,212	75,944	20,011	16,915	18,650	80,865	11,818

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

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University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, 1986.
1987 Market Opinion Research

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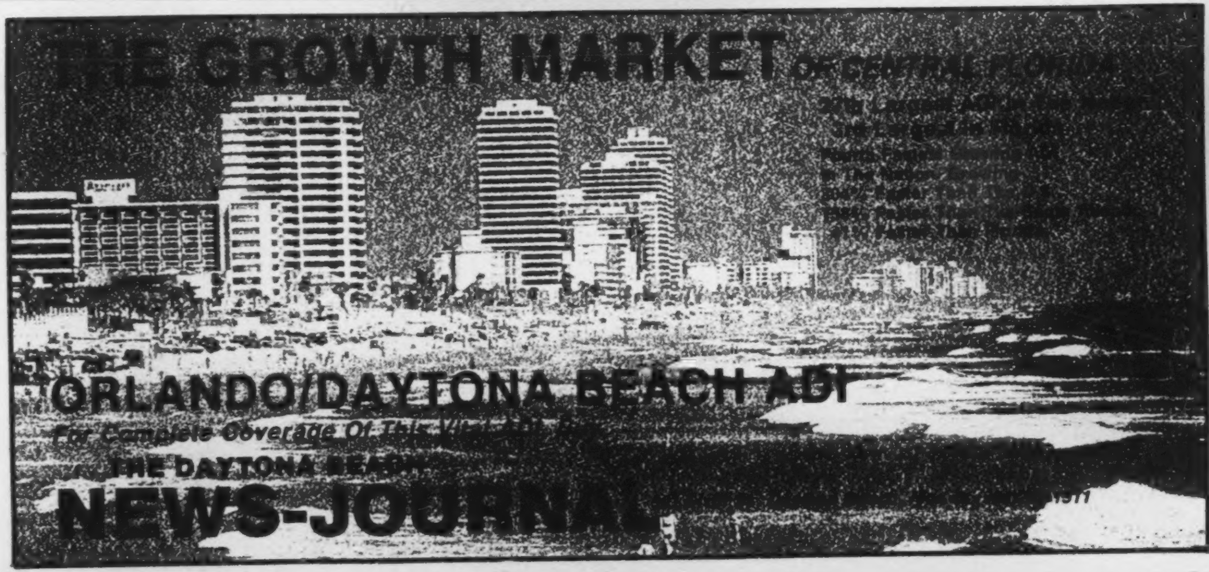

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FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TAMPA - ST. PETERSBURG - CLEARWATER	**1,916.2**	**.7880**	**40.3**	**9.0**	**14.3**	**16.9**	**39.6**	**807.2**	**12,338,307**	**2,526,254**	**1,273,913**	**1,438,869**	**753,271**	**3,265,231**	**401,771**
Hernando	76.9	.0317	48.5	6.5	10.4	15.2	48.7	32.1	275,380	86,069	17,798	23,291	13,575	59,994	14,106
Hillsborough	770.2	.3167	32.7	11.6	17.6	19.7	26.2	297.4	5,316,263	1,079,004	518,388	611,822	309,423	1,466,912	156,867
• Tampa	290.0	.1192	34.4	11.7	16.4	17.5	31.5	118.8	2,969,727	449,085	306,740	330,854	190,068	945,585	83,803
Pasco	244.6	.1006	54.2	6.2	10.1	13.5	53.6	105.0	1,241,319	292,923	97,846	133,156	63,248	294,752	48,946
Pinellas	824.5	.3390	46.9	7.6	12.9	15.4	47.2	372.7	5,505,345	1,068,258	639,881	670,600	367,025	1,443,573	181,852
• Clearwater	100.9	.0415	45.0	8.3	13.6	16.1	45.3	45.5	1,499,198	177,492	158,453	230,984	103,520	531,593	37,261
Largo	65.8	.0271	48.9	8.1	13.2	14.5	49.1	31.0	369,365	120,346	32,375	29,441	34,896	47,245	16,761
• St. Petersburg	246.3	.1013	43.6	8.7	13.7	15.3	44.0	110.0	1,604,416	318,464	157,191	251,324	86,656	401,298	50,536
SUBURBAN TOTAL	1,279.0	.5260	40.9	8.5	14.0	17.1	40.2	532.9	8,264,966	1,581,213	651,529	625,707	373,027	1,386,755	230,171
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**760.7**	**.3127**	**41.6**	**8.4**	**14.4**	**16.6**	**41.3**	**324.8**	**6,002,627**	**1,090,911**	**621,926**	**637,485**	**442,766**	**1,632,630**	**216,455**
Palm Beach	760.7	.3127	41.6	8.4	14.4	16.6	41.3	324.8	6,002,627	1,090,911	621,926	637,485	442,766	1,632,630	216,455
• Boca Raton	60.7	.0250	43.2	9.3	12.7	19.2	42.2	26.1	624,458	127,830	100,575	43,409	80,620	28,179	36,091
• Delray Beach	46.7	.0192	49.7	7.5	12.3	13.6	49.8	21.1	710,139	81,211	46,044	20,890	27,077	423,931	13,541
• West Palm Beach	71.7	.0295	38.3	10.5	16.2	16.4	37.4	31.6	1,242,044	113,207	94,022	226,869	104,114	489,751	29,023
SUBURBAN TOTAL	581.6	.2390	41.3	8.1	14.5	16.7	41.1	246.0	3,425,986	768,663	381,285	346,317	230,955	690,769	137,800
OTHER COUNTIES															
Baker	18.4	.0076	29.7	11.4	16.8	20.7	20.4	5.3	33,847	11,949	2,599	1,985	1,392	4,744	1,612
Calhoun	9.9	.0040	34.7	8.6	13.8	18.7	30.9	3.4	34,667	9,024	839	2,095	755	11,949	1,970
Charlotte	84.9	.0349	57.5	5.3	8.3	12.5	59.4	38.3	468,546	106,463	37,637	22,010	32,795	135,653	23,478
Citrus	82.8	.0341	53.3	5.7	9.7	14.4	53.1	36.0	345,087	89,155	19,754	22,493	13,380	83,751	13,747
Columbia	41.4	.0170	31.6	10.5	16.0	19.9	24.6	14.9	246,512	55,635	25,644	18,277	9,127	56,747	8,388
De Soto	22.0	.0091	35.2	10.4	14.4	18.0	32.2	7.7	117,655	31,560	7,926	21,550	2,483	17,157	5,399
Dixie	9.1	.0037	34.3	9.0	15.6	20.3	28.6	3.2	34,867	9,975	1,877	4,315	468	5,365	1,003
Flagler	17.0	.0070	43.1	7.6	12.7	15.1	43.8	7.4	48,083	15,058	3,770	402	2,140	14,779	334
Franklin	8.2	.0033	34.8	9.0	13.2	19.2	30.6	3.0	26,628	8,918	3,460	1,307	345	2,646	788
Gilchrist	7.3	.0030	32.7	12.2	12.5	20.7	26.4	2.5	13,494	5,013	1,838	877	111	236	552
Glades	7.3	.0030	37.5	8.0	12.8	17.9	35.1	2.7	9,193	5,206	953	975	210	218	126
Gulf	11.2	.0046	33.8	9.6	13.6	20.2	28.2	3.9	30,072	12,010	1,441	2,315	1,626	3,935	1,883
Hamilton	9.2	.0037	30.3	9.6	15.4	16.5	26.3	3.3	36,964	11,358	2,208	903	948	3,835	1,179

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- more readers in top level occupations
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Source: 1987 Scarborough Report, Tampa/St. Petersburg/Sarasota.
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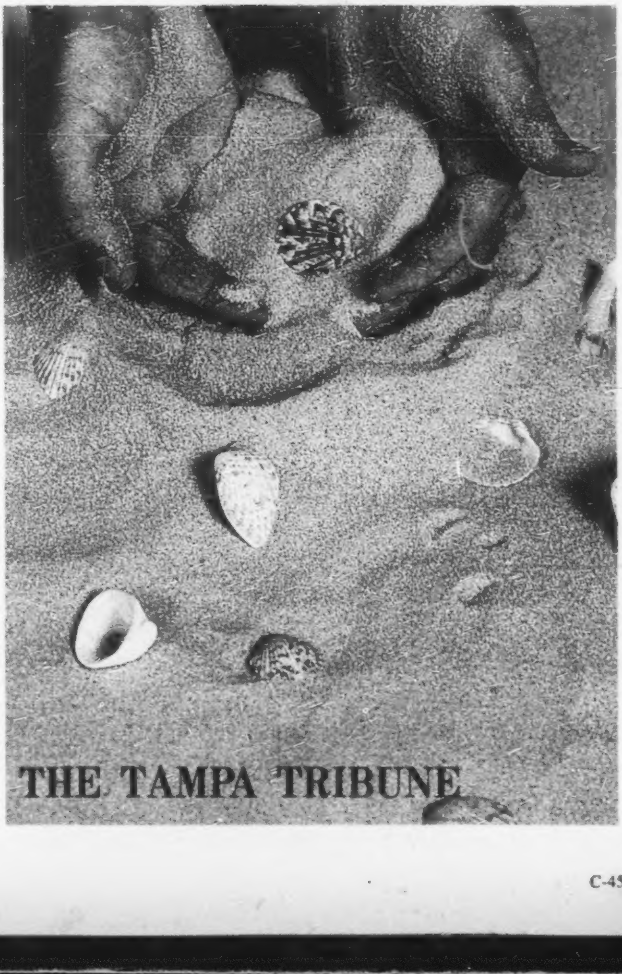

FLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hardee	21.3	.0088	31.0	9.7	15.4	17.6	26.2	7.2	96,038	34,255	2,823	5,555	2,491	14,063	6,155
Hendry	22.7	.0093	30.1	9.6	15.8	19.9	22.4	7.6	127,789	44,484	9,145	6,865	1,941	34,676	2,983
Highlands	60.5	.0248	45.7	7.7	11.2	14.8	46.3	25.2	283,093	76,878	23,437	17,110	17,050	74,484	16,396
Holmes	16.3	.0067	35.6	8.7	13.5	20.1	30.7	6.1	36,187	10,329	4,922	1,460	1,483	8,867	1,159
Indian River	81.0	.0333	41.2	8.6	13.2	16.9	40.6	33.4	494,668	108,540	46,758	39,856	31,622	112,500	27,390
Jackson	41.9	.0172	33.0	11.3	14.5	18.1	29.0	14.7	160,503	33,054	7,630	14,319	4,724	56,117	6,328
Jefferson	11.4	.0047	31.4	9.5	15.4	16.4	28.1	3.9	37,951	14,547	691	5,198	1,415	2,753	1,380
Lafayette	4.5	.0019	32.5	9.1	15.5	19.0	27.1	1.5	7,767	3,150	598		446	866	191
Lake	132.1	.0543	44.3	7.2	11.7	16.2	44.5	54.8	767,504	161,529	53,488	75,979	39,528	235,833	27,501
Levy	25.0	.0102	36.8	8.4	13.9	18.2	34.1	9.5	74,432	26,909	6,638	3,780	3,084	13,007	3,880
Liberty	4.6	.0019	33.3	10.3	14.7	19.2	28.2	1.5	7,645	4,092	641		471	293	195
Madison	15.3	.0063	32.6	9.5	13.5	16.9	29.9	5.1	60,631	17,297	3,254	6,527	3,087	8,510	6,533
Monroe	71.7	.0295	37.3	10.6	18.4	19.0	34.0	32.0	492,373	108,031	81,960	51,329	20,443	80,746	21,597
Okeechobee	26.9	.0111	32.7	9.3	14.5	19.0	27.8	9.9	156,652	51,469	18,898	13,680	5,506	20,923	7,946
Putnam	60.4	.0249	36.3	8.8	13.6	17.5	34.0	23.0	256,469	60,789	16,865	29,512	12,674	65,456	8,422
Sumter	30.1	.0124	37.4	10.3	12.3	17.5	35.4	11.3	143,241	35,652	13,910	6,949	2,386	10,961	4,506
Suwannee	25.9	.0106	33.9	8.6	14.5	18.7	29.8	9.5	115,984	34,058	5,952	7,293	5,159	34,120	10,190
Taylor	18.0	.0074	32.6	9.9	15.6	18.3	27.9	6.7	72,352	17,570	6,141	6,227	2,647	19,764	2,769
Union	11.4	.0047	30.7	14.3	30.2	21.5	15.6	2.4	17,888	4,619	798		101	2,854	919
Wakulla	13.7	.0056	31.6	8.7	17.5	19.3	24.8	4.8	19,221	8,237	3,311	1,469	1,348	2,068	225
Walton	26.6	.0110	37.8	8.7	13.2	19.0	34.7	10.6	84,575	26,221	5,248	7,228	3,353	14,985	2,362
Washington	16.1	.0066	36.3	8.1	13.0	19.2	32.7	6.3	47,614	17,051	6,194	5,649	1,205	1,678	3,082
TOTAL METRO COUNTIES	**10,674.5**	**4.3891**	**36.9**	**10.2**	**15.5**	**18.4**	**34.1**	**4,273.5**	**73,829,645**	**13,427,970**	**7,446,502**	**8,091,991**	**4,364,452**	**20,656,695**	**2,628,711**
TOTAL STATE	**11,740.6**	**4.8273**	**37.0**	**10.0**	**15.3**	**18.2**	**34.5**	**4,692.1**	**78,835,837**	**14,698,055**	**7,875,750**	**8,497,480**	**4,592,396**	**21,813,234**	**2,851,279**

FLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BRADENTON	**2,174,460**	**21,087**	**28.5**	**28.3**	**12.6**	**11.7**	**.0769**
Manatee	2,174,460	21,087	28.5	28.3	12.6	11.7	.0769
• Bradenton	432,976	20,162	27.0	26.9	13.2	10.3	.0183
SUBURBAN TOTAL	1,741,484	21,306	28.9	28.6	12.5	12.1	.0586
DAYTONA BEACH	**3,817,169**	**20,237**	**28.9**	**26.3**	**12.4**	**11.9**	**.1320**
Volusia	3,817,169	20,237	28.9	26.3	12.4	11.9	.1320
• Daytona Beach	643,550	16,972	29.1	23.4	9.9	8.9	.0321
SUBURBAN TOTAL	3,173,619	21,118	28.9	26.9	13.0	12.6	.0999
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**16,907,642**	**25,680**	**23.4**	**27.0**	**16.0**	**18.7**	**.5673**
Broward	16,907,642	25,680	23.4	27.0	16.0	18.7	.5673
• Fort Lauderdale	2,485,357	23,185	24.7	25.8	12.8	18.2	.1014
• Hollywood	1,846,208	23,966	24.1	25.3	14.5	18.2	.0697
Plantation	929,249	38,613	14.9	22.6	19.4	35.7	.0336
• Pompano Beach	1,178,920	25,958	22.7	27.2	15.4	19.9	.0429
SUBURBAN TOTAL	11,397,157	26,474	23.1	27.5	17.0	18.7	.3533
FORT MYERS - CAPE CORAL	**3,570,942**	**22,385**	**27.7**	**28.4**	**14.2**	**13.4**	**.1213**
Lee	3,570,942	22,385	27.7	28.4	14.2	13.4	.1213
• Cape Coral	690,348	26,286	24.7	29.8	18.5	16.0	.0194
• Fort Myers	450,382	18,118	29.3	25.1	10.9	9.4	.0302
SUBURBAN TOTAL	2,430,212	22,379	28.2	28.6	13.8	13.6	.0717
FORT PIERCE	**2,246,784**	**20,123**	**27.7**	**27.3**	**12.5**	**10.4**	**.0822**
Martin	1,049,903	21,455	26.8	27.6	13.3	12.5	.0358
St. Lucie	1,196,881	19,206	28.4	27.2	11.9	8.8	.0464
• Fort Pierce	326,891	14,865	28.2	22.2	8.7	6.3	.0215
SUBURBAN TOTAL	1,919,893	21,316	27.6	28.6	13.3	11.3	.0607
FORT WALTON BEACH	**1,575,119**	**22,944**	**27.4**	**27.7**	**15.5**	**13.7**	**.0573**
Okaloosa	1,575,119	22,944	27.4	27.7	15.5	13.7	.0573
• Fort Walton Beach	292,694	25,916	24.1	27.2	17.5	17.1	.0165
SUBURBAN TOTAL	1,282,425	22,470	28.1	27.8	15.1	13.0	.0408
GAINESVILLE	**2,096,178**	**19,522**	**25.0**	**23.1**	**13.3**	**12.6**	**.0762**
Alachua	1,916,249	19,809	24.8	22.8	13.6	13.2	.0692
• Gainesville	936,150	20,012	25.1	22.7	13.5	13.8	.0383
Bradford	179,929	17,337	26.7	25.7	10.8	7.3	.0070
SUBURBAN TOTAL	1,160,028	19,185	24.9	23.4	13.1	11.8	.0379
JACKSONVILLE	**9,903,554**	**23,531**	**23.1**	**26.5**	**15.6**	**15.3**	**.3397**

FLAGLER
MARION
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FLA. (cont.)

S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
Clay	990,576	28,078	20.5	26.8	20.1	18.0	.0326
Duval	7,663,421	23,275	23.1	26.4	15.2	15.3	.2657
• Jacksonville	7,164,123	23,162	23.1	26.3	15.3	15.1	.2497
Nassau	406,577	23,689	22.0	29.6	15.9	11.7	.0140
St. Johns	842,980	21,730	26.5	25.9	13.8	14.4	.0274
SUBURBAN TOTAL	2,739,431	24,589	23.1	27.0	16.5	15.9	.0900
LAKELAND - WINTER HAVEN	**3,754,550**	**20,064**	**27.6**	**28.0**	**12.9**	**9.3**	**.1353**
Polk	3,754,550	20,064	27.6	28.0	12.9	9.3	.1353
• Lakeland	724,284	18,865	27.7	26.2	12.1	9.0	.0344
• Winter Haven	256,260	18,125	28.7	24.2	11.5	9.9	.0144
SUBURBAN TOTAL	2,774,006	20,563	27.4	29.0	13.2	9.3	.0865
MELBOURNE - TITUSVILLE - PALM BAY	**4,186,653**	**22,983**	**26.0**	**28.1**	**16.3**	**12.3**	**.1427**
Brevard	4,186,653	22,983	26.0	28.1	16.3	12.3	.1427
• Melbourne	594,932	20,091	28.9	28.8	14.2	7.2	.0282
• Palm Bay	436,443	23,487	26.2	35.4	15.2	9.5	.0129
• Titusville	457,019	22,559	24.4	27.0	16.3	12.0	.0166
SUBURBAN TOTAL	2,698,259	23,872	25.6	26.7	17.0	14.2	.0850
MIAMI - HIALEAH	**21,584,251**	**23,082**	**22.4**	**24.8**	**14.2**	**17.2**	**.7850**
Dade	21,584,251	23,082	22.4	24.8	14.2	17.2	.7850
Coral Gables	809,931	32,170	18.1	20.6	13.2	33.5	.0270
• Hialeah	1,620,653	23,947	23.0	29.2	16.3	13.3	.0665
• Miami	3,736,324	16,927	25.9	22.7	10.0	10.2	.1717
• Miami Beach	1,401,743	13,194	27.4	15.6	6.7	11.2	.0422
North Miami	637,500	23,469	25.1	28.0	15.2	14.6	.0225
SUBURBAN TOTAL	14,825,531	27,475	20.4	26.1	16.5	21.1	.5046
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***38,491,893***	***24,190***	***22.9***	***25.6***	***15.1***	***17.8***	***1.3523***
NAPLES	**1,589,220**	**20,883**	**26.5**	**26.1**	**11.5**	**14.4**	**.0585**
Collier	1,589,220	20,883	26.5	26.1	11.5	14.4	.0585
• Naples	452,675	28,425	21.6	22.8	14.1	27.3	.0223
SUBURBAN TOTAL	1,136,545	19,567	27.7	26.9	10.8	11.2	.0362
OCALA	**1,569,828**	**16,832**	**32.3**	**25.4**	**8.5**	**7.1**	**.0636**
Marion	1,569,828	16,832	32.3	25.4	8.5	7.1	.0636

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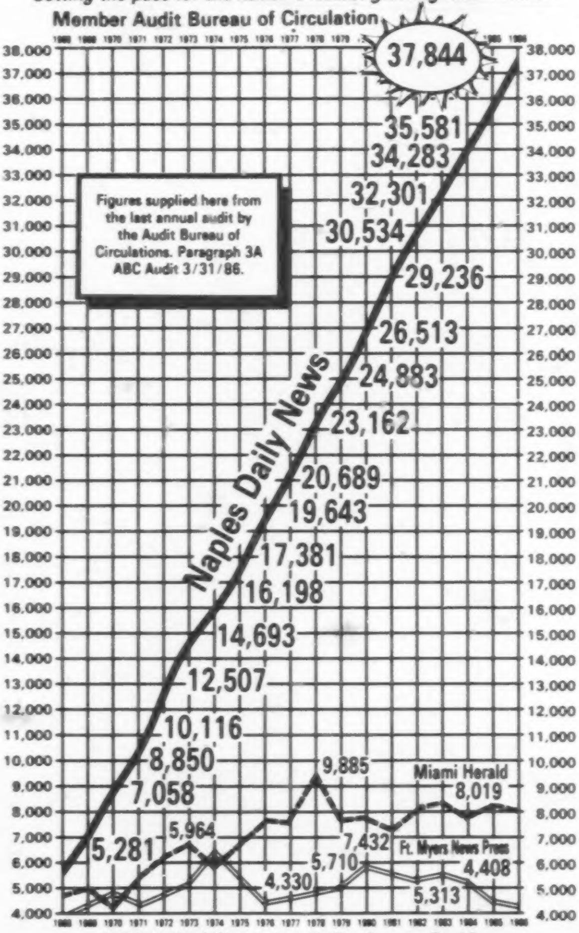

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1986 Audited Circulation, Collier County, Florida

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FLA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Ocala	444,970	16,821	29.6	23.6	9.3	9.0	.0288
SUBURBAN TOTAL	1,124,858	16,835	33.2	26.1	8.2	6.5	.0348
ORLANDO	**10,809,978**	**24,169**	**24.3**	**27.5**	**15.9**	**15.6**	**.3892**
Orange	6,993,412	24,025	24.3	27.9	15.4	15.7	.2553
• Orlando	1,781,674	20,835	26.2	25.9	13.0	12.8	.0805
Osceola	801,303	18,625	31.0	27.5	11.3	7.6	.0334
Seminole	3,015,263	27,430	21.6	27.0	18.8	18.3	.1005
SUBURBAN TOTAL	9,028,304	24,909	23.8	27.9	16.5	16.2	.3087
PANAMA CITY	**1,049,383**	**17,303**	**30.8**	**25.3**	**10.6**	**6.7**	**.0434**
Bay	1,049,383	17,303	30.8	25.3	10.6	6.7	.0434
• Panama City	322,570	15,122	29.5	22.5	9.5	5.8	.0197
SUBURBAN TOTAL	726,813	18,237	31.6	26.7	11.2	7.1	.0237
PENSACOLA	**3,802,647**	**23,227**	**23.3**	**26.6**	**15.9**	**14.4**	**.1296**
Escambia	3,069,264	23,096	23.5	26.5	15.8	14.3	.1069
• Pensacola	803,623	22,593	22.2	24.3	15.1	15.7	.0304
Santa Rosa	733,383	23,784	22.6	26.7	16.3	14.8	.0227
SUBURPAN TOTAL	2,999,024	23,384	23.7	27.2	16.1	14.0	.0992
SARASOTA	**3,452,925**	**22,299**	**27.4**	**28.4**	**13.4**	**13.8**	**.1195**
Sarasota	3,452,925	22,299	27.4	28.4	13.4	13.8	.1195
• Sarasota	705,636	19,250	29.0	25.5	11.0	11.6	.0317
SUBURBAN TOTAL	2,747,289	23,116	27.1	29.1	14.1	14.4	.0878
TALLAHASSEE	**2,3[illegible]93**	**21,070**	**24.1**	**23.7**	**14.0**	**14.5**	**.0831**
Gadsden	285[illegible]	15,070	27.5	23.7	8.7	5.1	.0107
Leon	2,092,062	22,614	23.4	23.5	15.2	16.5	.0724
• Tallahassee	1,401,235	19,649	25.0	[illegible]	[illegible]	15.1	.0526
SUBURBAN TOTAL	976,758	22,850	22.8	26.1	16.7	13.7	.0305
TAMPA - ST. PETERSBURG - CLEARWATER	**23,414,615**	**21,490**	**27.5**	**26.8**	**13.7**	**13.0**	**.8009**
Hernando	740,784	18,119	34.6	28.3	9.9	6.1	.0243
Hillsborough	9,148,995	23,477	23.4	26.4	15.7	15.1	.3248
• Tampa	3,284,226	19,579	25.9	24.5	12.9	11.7	.1393
Pasco	2,515,719	18,296	34.7	27.8	9.7	7.3	.0874
Pinellas	11,009,117	21,575	28.2	26.7	13.5	13.5	.3644
• Clearwater	1,451,678	23,263	27.7	26.2	14.7	16.2	.0631
Largo	887,499	22,371	29.5	30.0	14.5	11.9	.0278
• St. Petersburg	2,975,280	18,918	29.3	24.2	11.9	11.5	1028
SUBURBAN TOTAL	15,703,431	22,223	27.6	27.8	14.2	13.3	.4957
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**11,886,599**	**26,808**	**21.9**	**25.7**	**16.4**	**20.8**	**.3840**
Palm Beach	11,886,599	26,808	21.9	25.7	16.4	20.8	.3840
• Boca Raton	1,256,767	35,212	16.5	24.1	17.2	33.0	.0388
• Delray Beach	765,951	26,309	22.4	26.9	15.9	20.3	.0311
• West Palm Beach	963,200	21,519	25.1	24.4	13.9	14.5	.0473
SUBURBAN TOTAL	8,900,681	26,756	22.0	26.0	16.7	20.4	.2668
OTHER COUNTIES							
Baker	136,355	20,401	27.8	31.7	13.3	6.1	.0045
Calhoun	66,935	14,509	29.1	20.9	9.2	5.1	.0026
Charlotte	993,464	19,125	32.4	26.9	11.4	9.3	.0331
Citrus	827,277	16,916	34.5	25.1	9.1	7.1	.0277
Columbia	375,630	19,155	25.7	27.0	13.0	8.1	.0147
De Soto	181,132	16,874	31.4	25.6	8.3	7.6	.0073
Dixie	68,587	14,419	32.1	19.6	7.4	7.0	.0025
Flagler	188,095	20,082	28.4	30.2	10.6	9.3	.0055
Franklin	63,956	14,885	29.8	22.4	8.9	6.3	.0023
Gilchrist	52,278	15,386	29.7	25.0	10.0	4.4	.0018
Glades	57,723	16,529	33.5	23.6	11.1	5.0	.0017
Gulf	94,212	19,587	23.0	26.2	14.9	8.2	.0031
Hamilton	70,318	16,154	26.4	23.7	9.5	6.7	.0027
Hardee	132,572	13,221	31.4	21.0	6.3	4.2	.0059
Hendry	200,649	20,292	24.8	[illegible]	11.9	9.9	.0079
Highlands	601,468	17,038	31.6	25.3	8.4	8.5	.0208
Holmes	127,632	15,042	28.1	24.3	7.8	5.4	.0043
Indian River	1,033,998	21,488	27.3	26.5	13.4	13.5	.0339
Jackson	324,555	15,771	28.1	23.8	9.2	6.3	.0122
Jefferson	[illegible]	14,958	27.8	20.5	9.0	9.1	.0032
Lafayette	33,906	17,043	28.3	25.2	9.5	6.9	.0011
Lake	1,402,953	18,623	32.0	26.0	10.6	9.7	.0500
Levy	212,346	16,427	31.2	24.9	8.2	6.4	.0070
Liberty	36,312	17,452	29.7	20.9	14.0	8.3	.0011
Madison	107,874	16,122	26.7	23.5	7.9	7.9	.0045
Monroe	962,696	21,091	27.9	26.4	12.1	14.3	.0321
Okeechobee	214,647	15,669	33.0	23.7	8.3	5.6	.0091
Putnam	580,718	18,197	27.1	24.6	11.5	9.9	.0199
Sumter	248,446	15,807	30.5	25.0	8.4	5.7	.0096
Suwannee	224,913	17,527	28.5	24.0	11.6	8.3	.0082
Taylor	180,936	19,381	22.9	21.3	14.5	13.2	.0060
Union	70,400	18,895	24.6	33.1	9.3	5.1	.0026
Wakulla	115,819	18,795	27.9	26.5	12.8	8.0	.0034
Walton	244,309	16,890	27.6	23.8	10.0	[illegible]	.0080
Washington	135,754	16,311	28.0	24.4	9.4	6.7	.0046
TOTAL METRO COUNTIES	**131,770,490**	**22,721**	**25.1**	**26.5**	**14.5**	**15.0**	**4.5877**
TOTAL STATE	**142,227,438**	**22,260**	**25.5**	**26.4**	**14.1**	**14.5**	**4.9526**

GEORGIA

GA.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBANY	**118.9**	**.0490**	**28.3**	**12.3**	**18.6**	**18.5**	**19.1**	**39.8**	**751,085**	**143,965**	**64,998**	**108,037**	**39,969**	**191,887**	**18,693**
Dougherty	103.5	.0426	28.3	12.5	18.3	18.4	19.3	34.9	741,415	139,235	64,242	108,037	39,303	191,470	17,678
• Albany	85.3	.0351	28.4	12.3	18.4	16.9	20.9	29.1	726,147	134,552	63,147	106,649	38,951	189,963	17,546
Lee	15.4	.0064	28.7	11.4	20.1	19.7	17.5	4.9	9,670	4,730	756		666	417	1,015
SUBURBAN TOTAL	33.6	.0139	28.2	12.3	19.3	22.7	14.2	10.7	24,938	9,413	1,851	1,388	1,018	1,924	1,147
ATHENS	**143.0**	**.0588**	**28.8**	**19.0**	**18.7**	**17.8**	**20.6**	**51.9**	**844,534**	**1[illegible]6,063**	**83,548**	**132,381**	**32,579**	**184,754**	**34,411**
Clarke	78.4	.0322	26.6	26.4	19.3	15.3	18.4	29.3	679,869	118,762	73,248	126,388	26,566	148,201	26,751
• Athens	43.6	.0179	25.2	33.5	17.4	11.4	21.5	16.1	484,773	[illegible]3,708	63,803	60,494	21,121	86,752	22,956
Jackson	28.4	.0117	32.6	10.1	16.4	20.6	25.4	9.9	113,707	30,792	6,317	5,797	3,941	31,536	6,511
Madison	20.7	.0086	31.7	9.6	18.0	20.7	23.3	7.3	17,768	8,962	1,282	196	460	3,260	523
Oconee	15.5	.0063	30.6	10.5	20.4	21.7	19.3	5.4	33,190	17,547	2,701		1,612	1,757	626
SUBURBAN TOTAL	99.4	.0409	30.3	12.6	19.2	20.7	20.2	35.8	359,761	82,355	19,745	71,887	11,458	98,002	11,455
ATLANTA	**2,543.2**	**1.0455**	**30.9**	**10.9**	**20.6**	**21.9**	**19.6**	**938.7**	**19,050,548**	**3,179,860**	**2,003,375**	**2,419,931**	**945,315**	**4,986,157**	**582,168**
Barrow	25.8	.0106	32.1	9.8	16.3	19.8	25.6	9.1	127,473	27,083	6,891	4,560	1,780	43,306	5,696
Butts	15.4	.0063	30.7	13.1	17.8	18.5	23.8	4.6	33,276	12,100	1,446	1,317	1,450	3,219	1,524
Cherokee	71.0	.0292	30.2	9.4	21.1	21.1	18.7	23.9	201,341	63,315	15,193	6,310	5,293	42,403	10,606
Clayton	173.7	.0714	29.0	11.5	21.3	22.8	14.4	61.0	1,509,420	254,472	103,390	281,677	56,410	440,778	48,894
Cobb	387.7	.1594	30.8	10.7	22.1	24.0	16.7	147.1	2,982,701	484,075	234,942	474,953	141,902	828,894	76,873
• Marietta	42.4	.0174	30.9	15.1	23.6	17.4	23.0	18.7	875,461	130,031	85,161	54,987	46,393	317,636	26,866
Coweta	46.2	.0190	32.3	9.3	16.4	20.6	24.9	16.2	194,440	42,880	10,484	14,399	8,529	65,154	8,176
De Kalb	525.6	.2162	31.1	12.0	20.7	22.1	19.8	198.4	5,113,203	739,481	454,078	658,244	235,918	1,647,704	124,378
Douglas	70.5	.0289	29.6	9.1	20.2	22.5	16.6	22.8	326,857	86,474	26,918	15,019	17,052	100,507	13,041
Fayette	47.4	.0194	32.0	7.0	18.7	27.3	17.0	16.0	140,532	47,587	10,811	390	4,485	17,962	10,766

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Forsyth	37.2	.0152	31.3	9.7	18.2	22.0	21.2	13.2	113,023	24,805	12,383	4,863	7,864	28,523	4,520
Fulton	621.4	.2555	31.5	12.2	20.3	19.4	23.5	247.6	5,952,793	850,446	942,226	774,923	308,777	1,177,373	186,555
• Atlanta	445.0	.1830	31.1	13.3	19.9	17.9	24.4	177.3	3,964,339	514,753	626,972	621,470	180,877	742,382	116,869
Gwinnett	265.1	.1090	30.0	9.1	23.1	24.1	14.3	92.5	1,306,889	278,877	118,201	110,794	114,797	286,103	47,264
Henry	47.7	.0196	31.6	9.5	18.1	21.5	22.4	16.1	121,263	28,419	8,890	1,973	1,626	33,004	5,502
Newton	40.5	.0167	31.2	10.2	16.1	20.3	23.5	13.5	146,503	46,165	8,655	8,769	5,050	31,223	8,414
Paulding	32.1	.0132	30.6	9.7	18.6	21.0	20.8	11.2	75,530	15,600	3,651	2,016	706	38,973	3,964
Rockdale	48.0	.0197	31.2	8.7	18.1	24.3	18.8	15.8	270,323	60,200	15,896	24,172	12,383	93,763	8,981
Spalding	52.7	.0217	32.0	9.6	16.5	20.2	24.8	18.1	328,157	82,090	22,020	30,322	17,034	80,512	9,606
Walton	35.2	.0145	31.5	9.5	15.8	20.4	24.1	11.6	106,824	35,791	7,300	5,230	4,259	26,756	7,408
SUBURBAN TOTAL	2,055.8	.8451	30.8	10.3	20.6	22.9	18.5	742.7	14,210,748	2,535,076	1,291,242	1,743,474	718,045	3,926,139	438,433
AUGUSTA	**390.8**	**.1607**	**30.2**	**12.6**	**18.3**	**19.5**	**21.7**	**138.3**	**2,049,248**	**402,802**	**170,520**	**262,836**	**109,366**	**512,553**	**78,038**
Columbia	56.2	.0231	29.4	10.1	20.6	22.9	15.6	19.3	130,709	37,689	7,208	20,091	10,029	13,573	5,347
McDuffie	20.5	.0084	31.3	10.2	16.6	19.5	24.3	7.3	113,673	27,039	7,665	6,781	4,023	21,279	5,125
Richmond	194.8	.0801	29.4	15.0	18.7	18.2	21.4	66.8	1,259,016	203,890	116,956	172,028	81,756	354,495	39,733
• Augusta	47.4	.0195	35.5	11.8	15.4	14.3	36.1	20.0	422,534	77,364	38,037	18,149	26,487	136,447	22,911
Aiken, S. C.	*119.3*	*.0491*	*31.9*	*10.4*	*16.7*	*20.1*	*24.6*	*44.9*	*545,850*	*134,184*	*38,691*	*63,936*	*13,558*	*123,206*	*27,833*
SUBURBAN TOTAL	343.4	.1412	29.6	12.7	18.7	20.2	19.7	118.3	1,626,714	325,438	132,483	244,687	82,879	376,106	55,127
COLUMBUS	**248.1**	**.1020**	**29.3**	**14.9**	**17.9**	**17.9**	**21.8**	**85.3**	**1,288,196**	**220,446**	**108,668**	**166,704**	**88,211**	**378,431**	**38,279**
Chattahoochee	20.9	.0086	22.7	37.2	24.6	10.9	2.3	3.2	3,445	1,174	1,682				
Muscogee	178.5	.0734	30.2	13.3	17.9	18.5	23.0	64.3	1,133,429	164,530	93,357	147,258	86,054	358,424	30,404
• Columbus	177.6	.0730	30.2	13.4	17.7	18.5	23.0	63.7	1,133,429	164,530	93,355	147,258	86,054	358,424	30,404
Russell, Ala.	*48.7*	*.0200*	*31.7*	*10.8*	*15.9*	*18.9*	*25.8*	*17.8*	*151,322*	*54,742*	*13,629*	*19,446*	*2,157*	*20,007*	*7,875*
SUBURBAN TOTAL	70.5	.0290	27.1	18.6	18.5	16.5	18.9	21.6	154,767	55,916	15,313	19,446	2,157	20,007	7,875
MACON - WARNER ROBINS	**282.7**	**.1162**	**30.8**	**11.7**	**17.5**	**20.1**	**22.6**	**100.1**	**1,725,782**	**342,356**	**136,600**	**222,722**	**88,941**	**495,306**	**57,802**
Bibb	156.5	.0643	31.8	11.3	17.3	18.6	25.8	56.7	1,126,823	193,969	97,930	167,509	69,867	299,104	38,557
• Macon	120.7	.0496	31.9	11.9	16.8	17.2	27.6	45.0	1,081,706	185,235	92,388	162,077	67,791	291,832	40,768
Houston	85.1	.0350	29.5	12.2	18.0	22.7	17.4	29.4	498,164	119,227	32,438	50,662	16,513	171,916	12,966
• Warner Robins	45.3	.0186	29.7	12.3	17.8	22.8	17.7	16.3	388,004	91,441	22,933	43,953	12,929	141,320	10,327
Jones	20.1	.0082	30.9	9.8	18.2	21.3	21.3	6.7	15,740	6,805	331		1,280	850	2,945
Peach	21.0	.0087	29.0	14.7	16.1	19.2	21.1	7.3	85,055	22,355	5,901	4,551	1,281	23,436	3,334
SUBURBAN TOTAL	116.7	.0480	30.2	11.4	17.9	22.0	19.4	38.8	256,072	65,680	21,279	16,692	8,221	62,154	6,707
SAVANNAH	**238.5**	**.0981**	**30.9**	**11.9**	**17.7**	**18.2**	**24.5**	**86.3**	**1,540,126**	**293,280**	**182,145**	**194,666**	**87,963**	**372,179**	**48,592**
Chatham	216.0	.0888	30.9	12.2	17.8	17.9	24.8	78.6	1,506,716	281,557	181,480	192,361	86,642	362,742	47,738
• Savannah	149.9	.0616	31.0	12.5	17.1	17.0	26.1	55.5	1,255,266	232,381	135,142	183,645	66,728	307,781	39,726
Effingham	22.5	.0093	30.3	9.7	16.7	21.0	21.2	7.7	33,410	11,723	665	2,305	1,321	9,437	854
SUBURBAN TOTAL	88.6	.0365	30.7	11.0	18.6	20.3	21.7	30.8	284,860	60,899	47,003	11,021	21,235	64,398	8,866
OTHER COUNTIES															
Appling	17.1	.0070	30.1	10.0	15.9	18.8	23.4	5.6	69,895	20,404	6,255	4,168	2,684	16,361	2,531
Atkinson	6.5	.0027	30.7	9.8	14.9	19.0	24.7	2.0	14,186	4,992	640	650	431	2,705	492
Bacon	9.9	.0040	30.9	9.2	15.9	18.3	25.2	3.5	35,348	9,482	1,888	939	1,000	11,122	3,017
Baker	3.6	.0015	30.8	10.6	14.4	16.9	27.0	1.2	4,006	2,726					129
Baldwin	38.0	.0157	30.8	14.4	16.8	18.6	24.4	11.9	206,634	47,309	17,239	32,970	7,966	44,277	8,658
Banks	10.3	.0042	32.8	9.8	16.8	20.4	25.8	3.6	15,198	2,004	3,598	375	553	207	
Bartow	46.8	.0192	31.8	9.6	16.8	20.8	23.8	16.3	242,744	59,286	20,183	9,910	12,758	52,459	6,906
Ben Hill	17.7	.0073	32.7	9.2	16.0	17.2	29.1	6.4	76,015	20,531	4,956	5,669	5,479	15,172	3,540
Berrien	14.3	.0059	32.5	9.9	15.8	19.8	26.2	5.1	47,516	9,754	1,467	3,905	2,128	19,892	1,398
Bleckley	10.6	.0044	32.2	13.5	14.1	19.8	26.2	3.6	33,094	11,427	1,623	3,058	2,367	6,010	2,787
Brantley	10.4	.0043	30.0	9.4	17.4	20.2	21.1	3.6	9,369	4,335	758		1,383	566	284
Brooks	15.2	.0062	32.1	9.3	13.6	16.4	29.6	5.1	50,176	12,126	1,226	1,294	2,427	23,680	1,565
Bryan	13.4	.0055	29.1	10.0	18.1	19.5	19.8	4.3	28,352	7,256	3,166	131	466	3,575	700
Bulloch	37.5	.0155	27.6	20.5	15.7	16.8	21.6	12.3	224,714	54,574	17,047	34,617	9,906	57,585	6,529
Burke	20.5	.0084	29.5	10.5	15.3	16.0	25.6	6.6	76,286	31,879	5,859	3,445	7,705	10,870	3,782
Calhoun	5.5	.0023	31.9	10.3	13.3	15.7	30.2	1.5	11,796	3,897	93	340	556	3,892	572
Camden	17.9	.0073	27.9	16.3	16.5	18.9	19.4	5.6	91,942	27,551	6,770	4,727	3,724	23,699	2,301
Candler	7.7	.0032	34.5	8.5	14.9	17.1	32.2	2.7	38,759	10,387	872	1,061	905	13,205	840
Carroll	64.5	.0265	30.4	13.9	16.5	19.4	22.9	22.2	298,093	67,634	23,631	39,513	8,787	66,643	13,658
☐ Catoosa	40.3	.0166	31.7	9.6	18.2	22.7	21.4	14.2	241,999	91,086	20,025	32,910	13,533	39,931	5,647
Charlton	8.2	.0034	29.4	10.2	14.4	19.5	22.5	2.7	23,397	5,319	1,756	1,152	1,022	10,482	669
Chattooga	21.7	.0089	34.2	9.1	15.3	19.6	29.1	7.8	100,458	30,285	6,493	5,889	2,006	20,644	4,023
Clay	3.5	.0015	34.0	9.0	13.9	14.9	33.7	1.2	6,457	3,723	652	127			610
Clinch	6.9	.0028	29.8	10.1	15.9	18.5	23.3	2.3	13,313	5,382	843	489	600	2,722	1,380
Coffee	29.9	.0123	30.1	11.3	16.4	18.0	23.9	10.1	139,379	29,141	10,218	11,940	5,162	28,893	5,220
Colquitt	36.6	.0151	32.3	9.3	15.4	18.4	27.5	13.1	158,143	37,341	11,025	16,310	5,284	33,143	7,559
Cook	14.1	.0058	31.6	9.1	15.3	18.3	26.6	4.9	44,596	11,188	4,514	1,499	2,389	7,648	2,304
Crawford	8.6	.0035	30.5	10.3	16.2	20.7	22.0	2.5	5,480	2,049	274		133	1,152	
Crisp	20.3	.0083	31.0	10.0	15.7	16.6	27.1	7.2	158,919	37,728	12,035	17,920	5,283	25,031	5,287
☐ Dade	12.8	.0053	30.5	12.1	17.1	20.7	21.5	4.2	39,090	15,467	2,616	1,103	1,462	3,391	449
Dawson	6.5	.0027	32.4	9.2	18.0	20.0	25.3	2.3	9,905	1,450	290	178	431	950	141
Decatur	26.9	.0110	30.7	10.3	15.2	16.9	26.6	9.1	109,957	28,685	5,663	9,603	2,805	25,831	8,199
Dodge	16.9	.0069	33.1	8.8	15.2	18.4	28.7	6.0	87,009	24,836	11,307	9,500	1,546	17,185	3,983
Dooly	10.7	.0044	31.3	9.3	14.3	16.4	28.4	3.8	52,680	5,972	1,251	1,199	4,216	21,434	1,382
Early	13.1	.0054	31.3	9.2	13.6	17.6	27.4	4.7	45,418	12,758	1,393	3,788	1,051	10,974	2,856
Echols	2.4	.0010	30.1	10.4	16.0	20.1	22.1	.8	472	234	238				
Elbert	19.0	.0078	33.5	9.8	15.3	18.9	28.9	7.0	105,179	22,364	5,088	3,855	2,443	48,573	4,084
Emanuel	22.1	.0091	31.8	9.5	15.2	17.8	27.4	7.5	96,742	23,256	6,613	5,115	5,094	26,756	4,567
Evans	8.3	.0034	31.4	10.4	14.5	17.9	26.9	3.0	45,535	11,591	1,474	4,558	1,748	[illegible]	2,262
Fannin	16.0	.0066	37.1	7.6	15.2	19.7	33.2	6.1	52,608	20,152	4,136	5,693	1,269	[illegible]	1,769
Floyd	81.0	.0334	33.5	10.8	16.0	20.3	27.4	29.8	402,077	90,040	34,837	55,487	22,209	91,925	17,352
Franklin	16.6	.0069	34.7	10.1	14.8	20.1	29.4	6.1	96,486	19,247	2,414	2,624	2,584	42,972	3,139
Gilmer	12.5	.0051	34.5	9.4	15.5	20.9	28.3	4.4	40,645	6,746	2,687	2,664	2,372	13,372	3,241

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Glascock	2.4	.0010	37.0	9.5	13.3	18.3	34.5	8	3,055	1,188	497	211	98	189	
Glynn	59.9	.0246	32.5	10.3	16.9	19.8	26.0	22.7	362,537	61,951	41,364	41,320	17,553	69,067	13,052
Gordon	34.6	.0142	32.0	9.5	16.8	21.3	23.6	12.1	167,762	33,926	17,762	15,959	21,335	17,935	7,027
Grady	22.7	.0094	32.0	9.4	15.0	17.9	27.6	7.6	94,956	30,996	3,361	3,591	2,133	24,906	2,188
Greene	12.1	.0050	32.2	9.7	14.3	16.8	29.3	4.0	33,642	13,850	1,431	1,469	1,751	8,883	801
Habersham	27.1	.0111	31.6	15.1	15.6	19.3	25.4	9.6	136,074	30,019	7,591	4,289	7,386	38,113	6,887
Hall	87.2	.0359	32.3	10.3	17.3	21.4	24.0	31.2	501,513	101,757	49,553	69,972	21,277	129,123	22,568
Hancock	9.8	.0040	29.8	10.0	15.0	15.9	26.3	3.0	15,023	6,596	1,181	434	238	1,810	938
Haralson	20.4	.0084	34.0	8.8	15.4	20.9	27.6	7.4	58,999	20,133	2,574	2,819	1,680	11,669	4,946
Harris	18.0	.0074	34.3	8.9	15.6	19.5	29.4	6.4	17,510	7,955	1,184	435	1,410	2,406	249
Hart	19.8	.0081	33.4	9.2	15.5	18.9	28.6	6.8	55,767	14,110	6,125	5,042	3,186	12,567	3,217
Heard	7.3	.0030	33.1	9.5	14.6	19.3	28.0	2.4	9,765	3,344	291		1,800	1,367	620
Irwin	9.4	.0039	33.7	8.4	14.0	18.3	29.8	3.3	14,173	4,123	745	310	277	2,848	1,014
Jasper	8.2	.0033	32.6	9.4	16.4	18.5	27.5	2.9	12,420	5,407	856	627	227	1,263	634
Jeff Davis	12.4	.0051	30.7	10.1	16.7	19.1	23.7	4.4	54,015	20,943	3,100	3,208	2,570	10,184	3,170
Jefferson	19.2	.0079	31.1	9.7	15.5	15.8	28.2	6.6	65,272	14,600	3,473	2,841	2,310	22,225	3,660
Jenkins	8.9	.0037	31.4	10.8	15.2	17.1	27.3	2.9	29,856	12,216	984	174	882	5,958	1,683
Johnson	9.0	.0037	32.9	9.7	14.3	17.3	29.7	3.2	12,465	5,294	934	191	677	2,196	711
Lamar	13.0	.0054	32.6	10.0	15.8	18.6	27.6	4.5	32,440	11,100	2,753	3,690	630	8,194	1,953
Lanier	5.9	.0024	30.5	10.3	14.5	18.6	24.8	2.0	10,703	3,295	261	137	461	4,218	558
Laurens	39.2	.0161	32.6	9.5	15.6	18.9	27.4	13.7	254,522	51,635	18,507	30,104	12,833	70,354	9,585
Liberty	44.7	.0183	23.4	26.9	20.1	13.9	9.8	12.3	116,320	24,213	12,019	11,639	12,074	17,570	2,201
Lincoln	7.3	.0030	32.7	9.8	15.2	18.5	28.0	2.2	12,858	4,185	898	276	266	3,303	1,002
Long	5.4	.0023	27.7	14.1	16.9	16.6	21.0	1.8	3,014	1,503	95		83	477	119
Lowndes	74.1	.0304	28.6	14.8	17.5	18.3	20.5	25.4	436,097	73,477	40,572	43,342	24,654	114,159	20,209
Lumpkin	12.1	.0050	29.9	17.3	15.6	19.5	22.5	4.0	37,833	8,455	3,297	1,988	767	15,821	2,657
McIntosh	9.0	.0037	32.0	11.0	15.0	17.4	28.1	2.9	26,268	7,782	1,073	1,115	146	7,059	922
Macon	14.6	.0060	30.4	10.6	15.4	16.3	26.6	5.0	31,474	8,425	750	3,093	1,084	6,415	2,714
Marion	5.6	.0023	31.5	9.7	14.4	19.0	26.0	1.8	15,352	4,713	169	545		2,687	1,384
Meriwether	21.8	.0089	31.5	9.9	15.5	17.7	26.9	7.1	68,189	15,181	3,045	4,487	2,068	27,072	2,117
Miller	6.9	.0029	32.7	9.5	14.2	17.9	28.8	2.6	17,311	6,438	171	222	725	5,414	678
Mitchell	21.8	.0089	29.6	10.0	15.1	17.2	24.7	6.9	73,847	23,930	2,491	3,528	5,097	20,093	1,946
Monroe	17.0	.0070	32.5	11.2	16.3	19.6	26.5	5.5	43,908	15,444	6,380	1,161	568	953	3,160
Montgomery	7.3	.0030	29.6	16.0	15.5	17.1	24.6	2.3	47,034	7,399	3,455	7,318	2,285	20,693	1,069
Morgan	12.6	.0052	31.3	9.8	15.6	18.5	25.7	4.1	70,502	17,361	4,866	2,641	1,205	17,132	2,672

Athens
Augusta
Macon
Columbus
Savannah
Albany

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,376,100 Population
- 478,400 Households
- $12,762,555,000 Effective Buying Income
- $6,954,283,000 Retail Sales
- $1,388,081,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1986

GA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Murray	23.4	.0096	29.9	10.5	18.1	21.8	18.9	8.1	77,656	37,822	3,136	2,392	2,443	8,945	4,941
Oglethorpe	9.7	.0040	32.5	9.3	15.5	20.6	25.5	3.5	25,621	5,268	283	1,197	96	14,392	694
Pickens	13.2	.0054	34.1	9.5	15.9	20.8	27.8	4.9	55,658	11,103	1,736	2,541	1,085	22,069	4,685
Pierce	13.0	.0053	31.3	9.3	16.4	19.3	24.6	4.4	34,467	9,503	1,632	380	848	9,071	1,128
Pike	10.2	.0042	33.1	8.8	15.5	20.9	26.2	3.3	6,601	1,914	159	182	100	190	831
Polk	33.8	.0139	34.1	9.8	14.5	19.7	29.0	12.1	123,744	39,874	5,841	10,967	4,964	29,404	8,530
Pulaski	8.9	.0037	33.5	9.4	14.1	19.2	28.7	3.2	36,350	13,450	1,760	1,434	1,778	8,426	1,459
Putnam	12.3	.0050	32.5	10.0	16.2	18.6	27.3	4.3	34,677	14,999	1,535	1,258	479	6,053	1,136
Quitman	2.2	.0009	33.4	9.4	13.5	15.1	32.7	.8	3,851	2,106		220		769	
Rabun	11.1	.0046	36.2	8.7	15.6	19.9	31.9	4.2	55,138	13,010	4,681	1,442	1,962	7,987	1,244
Randolph	9.5	.0039	32.6	11.1	13.4	15.0	31.7	3.3	20,659	7,829	726	1,091	1,467	3,320	1,215
Schley	3.5	.0015	31.0	8.7	15.2	18.7	25.3	1.1	12,416	3,503	278	382	338	4,306	
Screven	15.5	.0064	31.9	10.3	15.7	16.7	28.5	5.5	47,614	15,896	1,738	2,293	1,398	11,689	2,800
Seminole	9.6	.0039	32.7	9.9	14.1	17.4	29.3	3.3	29,655	10,781	845	1,807	1,281	7,155	1,773
Stephens	22.4	.0092	33.6	10.3	16.0	18.8	28.9	8.2	129,560	30,054	9,204	18,210	3,488	30,854	8,362
Stewart	6.0	.0024	32.4	9.8	13.1	16.3	30.3	1.9	12,714	4,196	840	414	167	2,780	942
Sumter	30.6	.0126	30.1	12.8	16.3	16.5	25.5	10.2	190,304	34,632	14,184	9,899	5,542	27,447	8,663
Talbot	6.4	.0027	31.9	10.2	15.8	17.8	27.3	2.1	7,838	2,213	388	679	77	1,509	298
Taliaferro	2.0	.0008	38.3	7.6	13.4	14.7	38.6	.8	863	131	297	70	125		
Tattnall	18.3	.0075	32.2	10.0	16.8	18.7	26.6	6.2	53,748	13,746	2,139	1,590	4,345	18,146	2,232
Taylor	7.9	.0033	32.9	10.2	14.1	19.1	28.0	2.7	18,785	4,740	477	932	445	5,053	1,312
Telfair	11.1	.0045	33.4	9.4	14.4	16.8	30.9	4.0	45,469	15,200	1,725	4,538	3,270	7,853	1,999
Terrell	12.0	.0050	30.7	10.2	14.8	16.4	27.3	4.0	37,274	12,075	2,253	924	1,295	6,861	1,114
Thomas	38.3	.0157	32.0	10.0	15.4	18.5	26.9	13.3	191,074	35,821	15,789	16,886	9,712	53,561	6,770
Tift	34.8	.0143	29.7	12.8	16.4	18.3	23.0	11.9	276,091	44,313	27,375	23,243	9,753	64,087	10,269
Toombs	24.8	.0102	31.5	9.9	15.4	19.5	25.1	8.9	88,810	26,422	6,236	5,498	3,553	15,781	3,644
Towns	6.4	.0026	38.3	12.6	12.7	17.9	36.3	2.6	19,554	3,823	2,261	1,642	734	3,379	521
Treutlen	6.0	.0025	32.1	9.2	15.0	17.0	28.6	2.1	9,281	4,299	781	164	668	737	581
Troup	54.5	.0224	32.5	10.5	16.5	17.3	28.5	19.7	327,140	65,993	22,912	33,177	21,537	78,926	12,548
Turner	9.8	.0040	30.8	9.6	14.7	17.6	26.2	3.2	52,108	15,017	2,527	3,113	2,727	11,739	847
Twiggs	10.6	.0044	29.7	11.6	14.4	18.0	24.3	3.5	7,759	2,499	158	792	363	568	147
Union	11.0	.0045	35.4	9.1	15.0	19.3	31.2	4.1	23,319	4,435	2,772	567	319	5,098	2,261
Upson	26.3	.0108	35.0	9.3	14.8	19.0	31.0	9.5	115,286	30,811	9,309	9,698	6,665	21,412	4,629
☐ Walker	56.6	.0233	33.2	9.6	16.2	20.8	26.3	20.2	227,167	92,977	6,092	9,071	7,464	29,590	5,750
Ware	37.9	.0156	32.1	9.7	16.2	18.3	27.1	13.3	275,340	50,349	16,419	55,020	14,969	59,643	10,166
Warren	6.3	.0026	32.6	9.1	14.8	16.4	30.0	2.0	13,492	3,760	510	300	521	5,266	551
Washington	19.6	.0080	31.2	10.4	15.6	17.1	27.0	6.5	82,488	21,622	4,923	7,313	2,178	24,225	4,781
Wayne	21.8	.0090	31.5	10.1	16.5	19.2	25.0	7.2	123,253	20,299	6,054	6,303	11,160	43,926	7,109
Webster	2.2	.0009	31.7	9.9	15.3	16.7	28.2	.8	3,545	546		1,593		917	
Wheeler	5.6	.0023	32.8	8.0	15.0	16.6	30.1	1.9	2,995	531	143		225	847	
White	11.9	.0049	34.3	10.4	15.7	21.0	27.9	4.3	26,373	4,571	3,300	950	771	8,162	1,462
Whitfield	71.2	.0292	31.1	10.6	17.8	21.8	21.3	25.1	473,281	87,450	36,575	65,195	59,300	99,862	13,801
Wilcox	7.7	.0032	34.1	8.9	14.4	17.0	31.8	2.6	6,001	2,056	121	765	306	800	548
Wilkes	11.3	.0047	34.5	9.3	15.0	18.5	30.7	4.0	60,168	18,172	1,636	3,653	1,189	13,991	3,329
Wilkinson	11.2	.0046	30.4	11.2	15.3	18.6	24.3	3.7	24,609	9,250	1,920	1,098	1,637	4,547	
Worth	19.4	.0079	30.9	10.6	16.1	18.8	24.7	6.4	49,037	12,599	2,003	4,099	754	17,607	3,130
TOTAL METRO COUNTIES	**3,906.9**	**1.6064**	**30.6**	**11.8**	**19.7**	**20.9**	**20.4**	**1,416.3**	**27,060,603**	**4,769,376**	**2,726,267**	**3,466,979**	**1,399,088**	**7,050,966**	**834,121**
TOTAL STATE	**6,124.0**	**2.5179**	**30.9**	**11.5**	**18.4**	**20.1**	**22.3**	**2,181.9**	**36,683,723**	**7,048,044**	**3,432,128**	**4,347,430**	**1,877,930**	**9,342,020**	**1,244,600**

GA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ALBANY	**1,148,535**	**22,669**	**22.4**	**26.9**	**16.9**	**11.5**	**.0443**
Dougherty	969,399	21,783	23.0	27.5	16.0	10.2	.0398
• Albany	760,063	20,208	23.5	25.8	14.5	10.1	.0345
Lee	179,136	31,518	17.7	22.6	23.4	20.5	.0045
SUBURBAN TOTAL	388,472	29,571	19.1	30.0	23.3	15.3	.0098
ATHENS	**1,413,789**	**19,610**	**27.0**	**25.4**	**13.1**	**10.5**	**.0527**
Clarke	823,209	18,792	26.4	22.8	12.2	12.4	.0340
• Athens	418,085	15,393	29.4	19.5	9.2	9.9	.0205
Jackson	253,936	20,454	26.9	30.2	13.6	7.4	.0090
Madison	167,914	18,391	32.1	28.2	11.9	4.9	.0049
Oconee	168,730	25,756	22.2	27.9	18.7	14.0	.0048
SUBURBAN TOTAL	995,704	21,598	25.8	28.3	14.8	10.8	.0322
ATLANTA	**34,278,189**	**29,025**	**19.0**	**25.9**	**18.8**	**21.5**	**1.1710**
Barrow	219,181	19,307	26.2	29.1	12.2	6.9	.0084
Butts	146,672	22,151	25.5	26.5	15.3	12.6	.0044
Cherokee	705,654	25,106	21.6	32.2	19.4	10.3	.0217
Clayton	2,097,757	29,856	18.6	31.6	23.0	16.2	.0802
Cobb	6,505,625	37,495	14.3	23.7	22.0	32.1	.2017
• Marietta	676,173	26,448	21.5	27.4	16.4	19.9	.0326
Coweta	486,032	23,111	21.8	26.4	16.7	13.0	.0159
De Kalb	7,451,097	30,104	19.1	26.9	18.7	23.1	.2721
Douglas	798,750	31,450	16.6	29.9	24.4	17.9	.0259
Fayette	720,665	40,127	11.9	19.3	26.8	33.2	.0188
Forsyth	422,406	25,553	21.6	29.5	16.7	15.9	.0123
Fulton	8,532,393	23,037	22.0	22.3	13.3	19.8	.3150
• Atlanta	5,294,887	18,909	24.6	22.0	11.2	14.4	.2060
Gwinnett	3,577,755	34,054	14.8	28.5	25.3	22.8	.1084
Henry	498,832	26,214	20.6	31.5	19.5	11.9	.0148
Newton	403,529	24,106	22.5	29.1	18.2	12.5	.0131
Paulding	298,787	22,648	22.3	31.6	15.5	8.6	.0091
Rockdale	574,335	31,979	16.7	27.8	23.3	20.6	.0191
Spalding	519,922	21,895	25.2	27.2	14.8	12.1	.0197
Walton	318,797	21,280	25.4	27.7	15.5	9.7	.0104
SUBURBAN TOTAL	28,307,129	31,493	17.6	26.8	20.7	23.2	.9324
AUGUSTA	**4,175,461**	**22,705**	**23.6**	**27.5**	**15.6**	**12.7**	**.1440**
Columbia	680,079	29,229	19.0	27.7	21.0	18.7	.0188
McDuffie	163,471	17,184	28.2	28.7	7.9	6.3	.0068
Richmond	2,020,307	21,504	24.8	26.4	14.1	12.6	.0755
• Augusta	435,030	13,824	27.2	19.1	8.1	7.7	.0198
Aiken, S. C.	*1,311,604*	*23,045*	*23.2*	*28.7*	*16.8*	*11.4*	*.0429*
SUBURBAN TOTAL	3,740,381	24,296	23.0	28.9	16.9	13.6	.1242
COLUMBUS	**2,384,546**	**19,455**	**26.3**	**27.0**	**12.4**	**9.3**	**.0866**

GA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Chattahoochee	222,861	24,381	28.3	39.6	14.5	10.1	.0055
Muscogee	1,784,162	20,190	26.2	26.9	13.0	10.4	.0676
• Columbus	1,768,885	20,209	26.2	27.0	13.0	10.4	.0673
Russell, Ala.	*377,523*	*15,660*	*26.9*	*24.8*	*9.7*	*5.1*	*.0135*
SUBURBAN TOTAL	615,661	17,441	27.0	27.0	10.5	6.0	.0193
MACON - WARNER ROBINS	**3,209,588**	**25,267**	**21.4**	**25.2**	**17.7**	**16.7**	**.1121**
Bibb	1,723,999	23,272	22.2	24.6	15.9	15.3	.0646
• Macon	1,288,260	21,184	23.4	24.5	14.2	13.4	.0535
Houston	1,052,016	30,492	19.7	26.0	21.7	20.6	.0347
• Warner Robins	574,510	30,826	19.3	26.7	22.8	19.6	.0213
Jones	218,471	25,812	21.4	29.4	18.3	14.3	.0056
Peach	215,102	21,200	22.7	22.6	15.6	14.2	.0072
SUBURBAN TOTAL	1,346,818	28,166	20.0	25.5	19.6	19.4	.0373
SAVANNAH	**2,661,784**	**23,059**	**22.8**	**24.6**	**16.1**	**15.2**	**.0956**
Chatham	2,437,219	22,890	22.9	24.2	15.8	15.6	.0893
• Savannah	1,581,084	20,388	24.2	23.7	13.8	13.3	.0644
Effingham	224,565	24,756	21.1	28.8	19.3	11.0	.0063
SUBURBAN TOTAL	1,080,700	28,606	20.0	26.4	20.3	18.7	.0312
OTHER COUNTIES							
Appling	126,071	16,503	28.6	26.4	8.5	6.6	.0049
Atkinson	37,036	13,588	31.3	20.5	5.2	5.0	.0015
Bacon	86,009	18,157	25.1	26.5	9.1	10.3	.0030
Baker	24,200	15,000	28.3	22.0	9.2	4.3	.0008
Baldwin	411,202	24,445	24.7	26.4	15.9	16.9	.0142
Banks	85,936	18,930	30.7	30.7	10.6	5.6	.0026
Bartow	415,054	20,669	26.8	31.6	13.2	7.0	.0156
Ben Hill	140,891	15,555	27.7	23.4	10.4	5.8	.0055
Berrien	117,576	17,981	28.0	27.5	9.9	6.9	.0041
Bleckley	98,284	20,229	25.8	25.8	14.7	9.9	.0032
Brantley	94,681	21,602	24.6	29.6	15.4	9.1	.0027
Brooks	104,815	14,377	27.5	20.7	10.4	5.2	.0040
Bryan	95,883	18,679	27.6	32.9	9.2	4.6	.0033
Bulloch	317,787	18,464	27.8	26.5	11.0	8.6	.0130
Burke	186,356	20,132	24.5	23.2	14.1	13.0	.0063
Calhoun	32,379	16,027	24.8	25.2	7.5	7.7	.0013
Camden	146,019	19,959	24.4	24.5	15.1	10.3	.0058
Candler	59,186	14,916	31.1	22.1	7.8	6.6	.0024
Carroll	609,091	21,823	24.1	29.4	14.2	10.5	.0215
☐ Catoosa	383,422	23,155	23.1	31.1	17.5	8.7	.0147
Charlton	67,327	19,623	27.2	28.3	12.9	7.8	.0023
Chattooga	179,256	18,796	28.6	30.4	10.9	5.5	.0069
Clay	24,586	12,610	26.7	17.2	8.5	7.0	.0008
Clinch	59,098	18,650	28.8	23.0	16.2	7.7	.0018
Coffee	230,453	16,705	28.4	26.1	8.9	6.8	.0090
Colquitt	330,991	18,497	28.6	24.8	13.0	8.6	.0118
Cook	114,877	17,761	31.6	27.6	8.3	7.6	.0039
Crawford	68,508	21,314	22.7	30.9	15.4	6.6	.0019
Crisp	154,323	15,433	26.8	24.7	8.9	5.1	.0076
☐ Dade	98,626	19,010	25.5	31.2	10.9	5.5	.0035
Dawson	50,942	17,855	27.4	28.8	11.2	4.6	.0016
Decatur	227,513	18,698	26.9	27.0	11.4	8.3	.0082
Dodge	137,324	16,858	24.3	23.1	11.1	7.9	.0055
Dooly	68,461	13,551	30.5	19.7	7.3	3.6	.0031
Early	103,838	14,541	25.8	22.0	9.0	8.0	.0037
Echols	22,234	22,450	20.4	28.9	14.6	12.4	.0006
Elbert	155,581	17,490	28.8	27.6	10.9	4.8	.0063
Emanuel	159,148	14,885	30.0	23.9	7.1	5.8	.0064
Evans	67,565	16,804	30.0	24.8	9.5	6.7	.0028
Fannin	119,540	14,688	31.5	23.5	8.1	3.8	.0044
Floyd	852,203	22,393	24.4	27.9	16.1	11.5	.0292
Franklin	144,179	18,509	25.8	27.0	12.8	6.3	.0059
Gilmer	91,052	15,631	30.4	27.5	7.2	3.8	.0035
Glascock	18,700	16,381	26.7	23.1	8.8	9.0	.0005
Glynn	664,091	22,059	23.8	27.4	14.8	12.3	.0234
Gordon	307,302	20,460	27.6	30.4	13.3	7.6	.0115
Grady	153,994	15,154	29.8	23.7	9.6	4.2	.0062
Greene	87,985	17,118	28.7	26.4	10.0	5.5	.0032
Habersham	261,674	20,698	27.3	29.8	13.1	8.6	.0094
Hall	1,007,194	25,420	22.1	28.7	17.4	15.4	.0342
Hancock	55,697	13,518	31.7	21.1	6.0	3.8	.0020
Haralson	173,762	18,613	28.4	29.1	11.1	6.1	.0058
Harris	184,554	22,477	21.3	27.5	14.5	12.6	.0050
Hart	168,292	19,495	28.4	30.0	10.8	7.9	.0056
Heard	63,142	20,361	27.6	27.6	14.3	9.0	.0018
Irwin	72,827	15,316	33.3	19.6	10.2	6.7	.0023
Jasper	85,145	21,694	23.2	24.5	17.3	12.5	.0023
Jeff Davis	98,360	17,896	28.8	28.6	9.6	6.0	.0038
Jefferson	144,903	15,299	26.3	22.5	9.8	7.0	.0053
Jenkins	57,958	13,720	28.3	20.7	7.9	5.4	.0024
Johnson	70,352	15,793	26.2	25.5	9.8	5.8	.0021
Lamar	114,484	20,028	26.2	28.3	11.9	9.8	.0036
Lanier	47,233	17,717	28.5	24.6	10.9	9.1	.0015
Laurens	342,808	18,175	27.4	24.4	12.9	8.4	.0142
Liberty	384,702	17,810	35.3	27.8	9.7	6.0	.0125
Lincoln	50,010	17,768	27.6	30.5	9.3	4.6	.0017
Long	40,503	16,932	28.8	23.2	15.5	4.8	.0012
Lowndes	664,918	18,918	27.8	26.5	11.9	8.8	.0261
Lumpkin	119,877	20,851	26.1	27.0	16.5	8.5	.0037
McIntosh	60,571	15,542	27.0	23.6	10.3	4.8	.0023
Macon	127,834	17,883	25.6	22.1	11.9	10.5	.0039
Marion	38,355	16,776	24.6	24.1	8.2	7.8	.0015
Meriwether	188,707	20,170	23.6	25.4	13.5	11.3	.0063
Miller	46,767	13,433	30.9	20.8	7.1	3.9	.0017
Mitchell	161,169	16,687	25.1	23.3	11.4	7.9	.0059
Monroe	142,567	20,209	26.5	28.8	12.6	9.1	.0047
Montgomery	53,513	15,948	32.0	22.8	8.3	7.9	.0025
Morgan	95,108	17,539	29.8	27.0	10.7	6.2	.0041
Murray	195,770	19,870	27.5	33.5	10.2	5.9	.0068
Oglethorpe	90,300	20,081	26.2	26.2	15.3	8.6	.0028
Pickens	115,724	17,624	29.7	25.5	11.0	7.0	.0041
Pierce	103,394	18,291	25.6	27.7	11.4	7.1	.0035
Pike	90,709	22,000	24.5	26.7	18.2	9.4	.0024
Polk	312,276	20,576	23.6	28.1	15.1	8.1	.0106
Pulaski	79,414	18,297	23.6	23.6	14.2	8.9	.0029
Putnam	108,922	20,048	23.0	28.6	11.5	10.0	.0035
Quitman	15,485	13,542	30.3	19.5	7.9	4.9	.0005

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FOR RESULTS
(See page B-26)

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GA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Rabun	102,942	18,000	28.5	25.4	11.0	8.7	.0038
Randolph	68,175	12,902	25.4	22.6	5.8	5.0	.0023
Schley	23,433	16,968	23.6	26.0	8.8	6.7	.0009
Screven	124,737	15,315	27.2	22.0	9.6	7.1	.0044
Seminole	73,799	1[illegible],159	25.3	23.0	9.7	8.7	.0026
Stephens	198,943	18,769	29.8	29.1	12.7	4.9	.0077
Stewart	33,864	12,596	27.0	20.8	6.6	3.7	.0014
Sumter	280,951	20,040	24.8	25.7	12.8	11.6	.0110
Talbot	51,947	18,760	27.1	28.3	9.7	9.1	.0017
Taliaferro	12,151	11,520	31.8	18.0	3.9	1.6	.0003
Tattnall	146,468	15,916	30.3	22.4	9.6	7.3	.0051
Taylor	78,995	19,667	23.3	22.6	12.3	14.3	.0024
Telfair	84,037	14,791	29.0	22.1	8.8	6.0	.0032
Terrell	91,924	16,237	24.2	21.9	10.4	9.2	.0033
Thomas	350,549	19,569	26.7	26.8	12.7	9.5	.0128
Tift	327,951	19,447	26.3	24.9	13.5	10.3	.0141
Toombs	202,585	16,590	26.1	24.3	10.4	6.8	.0072
Towns	59,169	14,795	29.1	24.0	7.1	5.6	.0020
Treutlen	42,559	13,942	26.2	21.8	7.6	6.2	.0013
Troup	546,792	21,052	23.1	26.9	13.8	11.4	.0203
Turner	56,750	12,483	30.8	18.7	5.1	4.4	.0028
Twiggs	94,838	22,068	23.4	27.5	16.5	10.0	.0026
Union	85,406	14,768	33.2	21.0	7.0	5.8	.0029
Upson	255,755	20,790	26.8	28.9	13.7	9.1	.0087
☐ Walker	325,726	20,900	26.5	30.3	14.1	7.7	.0181
Ware	334,627	18,322	26.8	25.5	12.0	8.8	.0144
Warren	45,198	16,961	25.7	27.4	7.5	8.2	.0016
Washington	166,704	18,319	25.7	23.8	12.5	9.7	.0061
Wayne	196,774	19,510	27.0	23.4	14.5	11.0	.0076
Webster	19,216	15,880	27.7	20.4	10.1	10.0	.0005
Wheeler	39,101	14,597	29.5	23.3	6.9	6.4	.0011
White	96,453	16,667	26.1	28.4	8.9	4.7	.0032
Whitfield	714,179	22,564	25.4	31.2	15.5	9.7	.0274
Wilcox	47,593	13,244	28.4	21.1	8.2	2.7	.0016
Wilkes	92,979	17,041	24.7	24.3	12.4	6.5	.0037
Wilkinson	100,399	22,064	23.4	29.8	15.0	9.4	.0031
Worth	161,219	19,486	24.6	27.3	13.2	8.3	.0053
TOTAL METRO COUNTIES	**48,590,539**	**26,644**	**20.6**	**26.1**	**17.7**	**18.6**	**1.6862**
TOTAL STATE	**68,084,208**	**23,495**	**22.7**	**26.3**	**15.8**	**15.1**	**2.3908**

HAWAII

HAWAII
S&MM ESTIMATES

POPULATION—12/31/86 · RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
HONOLULU	**830.3**	**.3414**	**30.1**	**13.6**	**20.2**	**19.7**	**20.5**	**258.5**	**5,107,706**	**891,203**	**929,327**	**692,799**	**148,813**	**768,097**	**314,736**
Honolulu	830.3	.3414	30.1	13.6	20.2	19.7	20.5	258.5	5,107,706	891,203	929,327	692,799	148,813	768,097	314,736
• Honolulu	395.7	.1627	33.2	11.9	20.5	19.5	26.9	142.2	3,699,489	577,672	750,415	512,464	120,578	442,614	208,233
SUBURBAN TOTAL	434.6	.1787	27.2	15.2	19.9	19.8	14.7	116.3	1,408,217	313,531	178,912	180,335	28,235	325,483	106,503
OTHER COUNTIES															
Hawaii	111.4	.0458	31.4	9.6	18.7	18.3	25.0	35.8	644,036	174,436	76,437	45,967	25,152	113,242	34,660
Kauai	46.1	.0190	31.9	9.1	18.5	18.2	26.0	14.5	336,557	94,554	51,517	18,840	9,880	41,631	17,265
Maui	89.8	.0369	31.7	9.7	19.8	18.5	24.9	29.0	740,499	171,803	134,938	64,565	28,054	78,432	32,052
TOTAL METRO COUNTIES	**830.3**	**.3414**	**30.1**	**13.6**	**20.2**	**19.7**	**20.5**	**258.5**	**5,107,706**	**891,203**	**929,327**	**692,799**	**148,813**	**768,097**	**314,736**
TOTAL STATE	**1,077.6**	**.4431**	**30.5**	**12.7**	**19.9**	**19.4**	**21.6**	**337.8**	**6,828,798**	**1,331,996**	**1,192,219**	**822,171**	**211,899**	**1,001,402**	**398,713**

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HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
HONOLULU	**10,815,751**	**30,899**	**20.4**	**24.4**	**18.5**	**25.2**	**.3535**
Honolulu	10,815,751	30,899	20.4	24.4	18.5	25.2	.3535
• Honolulu	5,741,183	28,928	21.1	24.5	16.4	24.4	.2040
SUBURBAN TOTAL	5,074,568	33,099	19.5	24.5	21.0	26.0	.1495
OTHER COUNTIES							
Hawaii	1,139,568	23,476	24.1	27.3	15.7	14.1	.0414
Kauai	502,468	26,687	22.7	29.5	19.3	15.4	.0190
Maui	972,508	25,444	21.6	28.5	17.3	15.3	.0387
TOTAL METRO COUNTIES	**10,815,751**	**30,899**	**20.4**	**24.4**	**18.5**	**25.2**	**.3535**
TOTAL STATE	**13,430,295**	**29,221**	**20.9**	**25.4**	**18.1**	**22.7**	**.4526**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BOISE	**202.4**	**.0832**	**30.1**	**11.8**	**20.3**	**19.7**	**20.3**	**74.7**	**1,026,576**	**228,424**	**139,033**	**87,988**	**58,852**	**208,277**	**54,916**
Ada	202.4	.0832	30.1	11.8	20.3	19.7	20.3	74.7	1,026,576	228,424	139,033	87,988	58,852	208,277	54,916
• Boise	114.0	.0469	30.9	13.3	20.4	18.6	23.1	45.4	806,490	158,604	113,851	75,088	49,321	172,721	39,302
SUBURBAN TOTAL	88.4	.0363	29.0	9.8	20.5	21.2	16.6	29.3	220,086	69,820	25,182	12,900	9,531	35,556	15,614
OTHER COUNTIES															
Adams	3.7	.0016	33.6	8.1	15.5	21.2	26.6	1.2	9,939	4,844	695			1,572	91
Bannock	70.6	.0290	27.8	13.8	19.3	17.2	18.9	24.1	346,069	68,029	31,974	48,366	12,007	85,304	17,841
Pocatello	46.1	.0190	28.2	15.7	19.6	16.5	20.2	16.8	289,383	55,027	26,203	35,320	10,239	77,362	17,082
Bear Lake	7.1	.0029	29.1	8.8	14.5	15.9	25.5	2.4	25,556	9,022	1,108	955	695	3,813	318
Benewah	9.0	.0037	31.6	8.8	17.5	20.1	24.0	3.1	26,755	10,906	1,801		126	6,912	1,689
Bingham	39.4	.0162	26.9	9.2	16.0	17.5	19.6	11.7	116,958	35,775	7,682	5,847	3,752	32,935	4,265
Blaine	12.9	.0053	30.4	11.6	28.4	20.7	16.1	5.3	106,909	26,269	20,157	290	8,352	9,804	5,394
Boise	3.5	.0014	31.4	8.9	19.6	19.7	23.2	1.5	2,532	863	549	64	84	133	
Bonner	29.3	.0121	32.6	7.8	19.1	19.4	26.0	10.4	140,553	39,209	12,401	3,701	5,931	34,945	6,919
Bonneville	71.5	.0294	27.8	10.8	17.6	18.8	18.5	23.0	444,524	88,569	35,200	53,577	28,739	95,587	16,038
Boundary	7.9	.0032	31.3	7.8	17.6	18.8	24.7	2.6	40,795	13,693	2,382	2,364	560	8,756	786
Butte	3.3	.0014	30.3	8.1	15.4	18.3	24.4	1.0	9,518	1,081	617		655	2,417	1,308
Camas	.8	.0003	32.1	9.0	15.7	21.4	24.0	.3	1,194	203	464	368			
Canyon	90.3	.0372	30.8	10.7	16.3	17.8	25.3	30.3	486,565	106,813	33,288	54,828	15,378	133,776	16,390
Caribou	9.1	.0037	26.7	10.4	16.9	17.5	18.5	3.1	33,079	8,001	2,065	1,694	1,675	9,875	1,046
Cassia	21.0	.0086	27.8	9.6	15.4	16.7	22.3	6.4	195,904	41,678	13,552	10,240	7,845	60,578	10,673
Clark	.8	.0004	30.6	9.9	14.1	21.4	22.4	.3	1,417	171	392	81		68	
Clearwater	9.8	.0040	31.9	9.1	16.8	21.7	23.0	3.5	26,301	9,232	4,144	645	978	5,682	439
Custer	5.0	.0020	34.0	6.9	16.7	21.2	27.1	2.0	26,705	7,838	2,428		721	1,220	831
Elmore	21.9	.0090	26.0	17.5	19.6	18.3	14.0	6.9	84,063	23,012	5,793	2,760	1,183	21,747	2,467
Franklin	9.3	.0039	27.8	8.6	13.0	15.3	25.3	2.8	32,925	7,611	1,716	2,210	2,571	7,083	1,364
Fremont	11.1	.0045	27.6	8.9	14.5	17.1	22.1	3.6	28,210	8,022	2,568	1,035	824	5,795	529
Gem	12.4	.0051	33.6	8.5	14.6	18.5	29.4	4.3	34,779	12,433	2,104	1,917	1,234	7,196	1,204
Gooding	12.5	.0052	34.3	8.4	14.1	17.9	31.1	4.4	45,438	9,043	4,751	5,535	1,241	7,291	2,173
Idaho	14.8	.0061	32.8	8.7	16.1	19.2	27.3	5.3	37,540	12,668	3,455	2,500	2,115	4,405	2,351
Jefferson	17.0	.0069	26.4	9.8	15.6	16.6	20.0	5.0	47,404	24,966	1,267	725	1,049	7,211	2,867
Jerome	16.1	.0067	30.9	9.4	16.3	17.7	25.6	5.5	66,055	20,256	3,784	4,458	2,314	11,525	1,088
Kootenai	72.0	.0296	32.1	9.1	18.0	20.3	24.4	25.4	319,474	80,734	27,620	19,683	9,688	86,451	13,115
Latah	29.8	.0122	27.9	22.6	19.8	16.0	19.9	10.7	160,087	32,280	13,143	24,356	9,269	32,998	9,634
Lemhi	7.4	.0031	33.1	7.9	16.3	19.8	27.1	2.7	38,383	6,463	2,721	2,148	718	9,285	1,228
Lewis	3.9	.0016	34.3	8.6	14.7	19.3	29.7	1.4	12,997	3,944	1,303	726	88	479	1,011
Lincoln	3.5	.0014	32.2	8.0	16.9	17.3	27.9	1.2	15,191	2,783	1,125	800	1,255	379	1,400
Madison	22.8	.0094	22.0	31.9	12.4	11.6	12.3	5.6	121,710	21,162	7,645	10,579	22,097	19,035	7,399
Minidoka	21.1	.0087	28.5	10.1	15.4	16.8	23.2	6.7	51,259	15,194	3,255	1,920	1,992	13,618	1,653
Nez Perce	34.0	.0139	33.1	10.3	16.9	19.1	27.7	12.7	226,040	43,600	19,969	32,301	11,526	60,822	12,328
Oneida	3.6	.0015	33.3	7.0	12.7	15.6	32.2	1.1	10,288	2,545	717	623	232	3,713	
Owyhee	8.7	.0036	30.0	9.6	14.6	17.0	25.7	2.8	26,201	11,516	1,249	2,181	561	1,478	411
Payette	16.7	.0069	33.8	8.4	13.9	18.8	29.6	5.9	43,006	15,300	2,663	1,745	2,520	10,136	909
Power	7.7	.0031	28.9	8.6	18.8	18.3	20.2	2.6	15,336	5,587	2,899	432	294	948	320
Shoshone	17.7	.0073	31.1	9.6	17.3	18.4	24.8	6.2	73,471	25,700	4,920	265	1,233	10,515	3,304
Teton	3.2	.0013	28.6	9.4	17.6	16.1	22.6	.9	12,118	2,998	1,323	1,166	521	860	93
Twin Falls	56.4	.0232	32.1	10.0	16.1	18.2	27.2	19.6	365,044	72,354	30,101	40,143	19,422	90,492	17,818
Valley	6.8	.0028	31.6	8.4	22.5	20.4	21.9	2.3	37,646	9,762	5,852	1,251	974	3,106	307
Washington	8.7	.0036	35.4	7.3	13.8	16.9	33.4	3.1	18,024	5,587	1,972	2,325	252	2,957	830
TOTAL METRO COUNTIES	**202.4**	**.0832**	**30.1**	**11.8**	**20.3**	**19.7**	**20.3**	**74.7**	**1,026,576**	**228,424**	**139,033**	**87,988**	**58,852**	**208,277**	**54,916**
TOTAL STATE	**1,036.5**	**.4262**	**29.9**	**11.3**	**17.7**	**18.4**	**22.5**	**355.6**	**4,990,538**	**1,176,140**	**463,847**	**434,792**	**241,523**	**1,121,179**	**224,747**

IDAHO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BOISE	**2,386,114**	**24,397**	**25.1**	**29.3**	**17.0**	**13.1**	**.0775**
Ada	2,386,114	24,397	25.1	29.3	17.0	13.1	.0775
• Boise	1,432,506	23,336	26.0	28.2	15.9	13.1	.0498
SUBURBAN TOTAL	953,608	25,924	23.5	31.2	18.7	13.0	.0277
OTHER COUNTIES							
Adams	30,202	20,562	26.5	34.0	11.7	5.8	.0010
Bannock	677,101	22,800	24.4	32.5	16.0	8.4	.0243
Pocatello	466,234	22,115	24.9	31.4	15.8	8.1	.0175
Bear Lake	60,759	20,842	25.7	34.0	11.9	6.1	.0021
Benewah	80,947	22,266	20.3	35.3	13.5	6.8	.0025
Bingham	344,874	23,243	24.3	30.6	16.1	11.2	.0115
Blaine	159,573	20,585	30.3	27.8	12.9	10.8	.0059
Boise	37,968	20,604	28.0	33.7	13.1	5.1	.0009
Bonner	213,672	15,345	30.1	24.8	8.9	4.1	.0089
Bonneville	714,298	25,247	23.5	31.8	17.8	12.2	.0269
Boundary	56,787	16,970	29.2	28.3	10.9	3.0	.0025
Butte	31,476	22,714	24.7	26.0	16.4	13.5	.0010
Camas	10,191	25,364	21.0	37.4	15.3	13.7	.0003
Canyon	770,258	18,834	30.4	28.5	11.8	6.5	.0302
Caribou	94,254	26,235	19.6	39.4	14.8	10.3	.0030
Cassia	159,999	18,807	30.4	28.6	11.9	6.3	.0083
Clark	7,834	19,900	30.0	32.6	8.3	8.7	.0003
Clearwater	103,211	24,530	23.0	31.8	17.3	10.3	.0031
Custer	45,827	17,019	32.1	27.1	9.2	5.6	.0017
Elmore	164,044	16,648	40.8	26.7	8.0	3.7	.0062
Franklin	64,916	18,964	34.2	32.5	10.3	3.4	.0025
Fremont	111,200	24,146	22.5	31.4	16.8	11.7	.0034
Gem	95,233	16,228	26.9	26.2	10.6	4.9	.0034
Gooding	102,890	16,842	33.3	25.3	8.9	6.0	.0036
Idaho	113,008	16,456	33.2	27.2	8.9	3.3	.0039
Jefferson	120,954	19,418	27.8	30.8	12.3	5.3	.0043
Jerome	137,339	18,920	31.4	29.4	10.3	7.1	.0050
Kootenai	715,991	21,584	26.2	28.2	15.4	10.0	.0245
Latah	313,440	20,635	27.3	26.7	14.2	10.4	.0109
Lemhi	54,886	15,547	35.7	23.8	9.3	2.5	.0023
Lewis	39,963	22,812	24.8	30.5	17.4	8.6	.0013
Lincoln	25,123	16,263	33.8	27.6	7.4	3.5	.0010
Madison	156,537	20,620	30.0	30.0	12.4	9.4	.0069
Minidoka	200,380	23,157	26.1	34.0	15.2	9.4	.0062
Nez Perce	371,072	22,721	22.2	27.9	16.1	11.2	.0136
Oneida	26,104	18,903	28.9	29.8	13.5	3.5	.0009
Owyhee	56,859	14,198	33.6	20.1	6.6	4.4	.0022
Payette	134,952	17,063	32.1	26.5	9.1	5.7	.0046
Power	77,374	23,167	23.4	33.2	14.4	10.4	.0022
Shoshone	217,191	29,393	18.7	27.4	21.4	17.4	.0066
Teton	21,044	17,857	32.8	29.1	9.4	5.6	.0008
Twin Falls	558,270	20,965	28.2	29.8	12.9	9.8	.0215
Valley	61,845	21,132	30.1	31.1	15.2	7.3	.0023
Washington	73,546	16,276	31.0	23.7	9.5	7.4	.0024
TOTAL METRO COUNTIES	**2,386,114**	**24,397**	**25.1**	**29.3**	**17.0**	**13.1**	**.0775**
TOTAL STATE	**9,999,506**	**21,264**	**27.0**	**29.4**	**14.3**	**9.4**	**.3544**

ILLINOIS

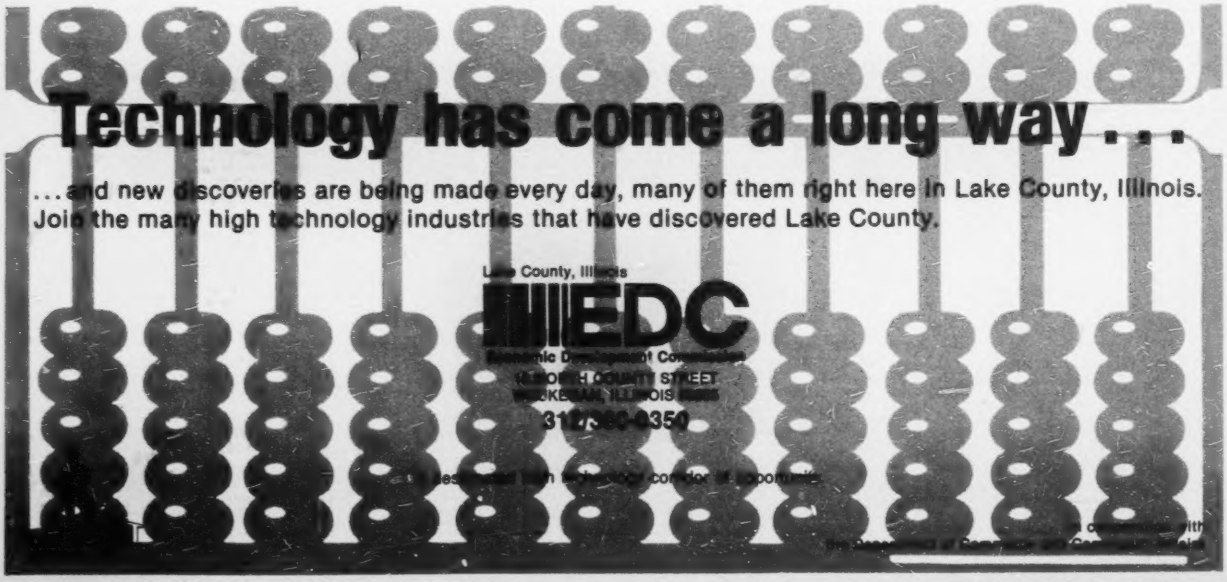
ILL.

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
AURORA - ELGIN	**350.6**	**.1442**	**30.4**	**10.7**	**18.8**	**20.0**	**21.4**	**123.0**	**1,756,402**	**357,669**	**168,176**	**200,928**	**68,472**	**350,439**	**90,781**
Kane	310.5	.1277	30.5	10.8	18.8	19.7	21.8	109.1	1,667,285	334,669	161,995	196,241	64,334	327,012	88,313
• Aurora	90.5	.0372	29.3	11.9	19.4	16.9	22.1	32.1	682,626	76,551	55,509	181,868	34,053	114,043	20,267
• Elgin	71.4	.0294	31.2	11.6	20.3	17.1	25.1	27.5	446,276	82,064	26,782	31,125	20,229	116,756	27,643
Kendall	40.1	.0165	30.1	9.7	19.1	22.5	18.0	13.9	89,117	23,000	6,181	4,687	4,138	23,427	2,468
SUBURBAN TOTAL	188.7	.0776	30.6	9.7	18.0	22.6	19.6	63.4	627,500	199,054	85,885	12,065	14,190	119,640	42,871
BLOOMINGTON - NORMAL	**125.4**	**.0516**	**28.6**	**20.9**	**17.5**	**16.8**	**21.9**	**45.7**	**792,514**	**133,208**	**76,859**	**112,004**	**40,359**	**182,580**	**32,640**
McLean	125.4	.0516	28.6	20.9	17.5	16.8	21.9	45.7	792,514	133,208	76,859	112,004	40,359	182,580	32,640
• Bloomington	48.0	.0197	30.7	16.5	20.1	15.5	25.9	20.7	559,407	71,344	49,844	86,564	31,416	163,371	21,683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ILL. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	 25–34 Years	 35–49 Years	 50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Normal	37.0	.0152	23.6	40.4	14.4	14.3	13.0	10.6	151,927	40,453	18,967	22,898	6,420	1,957	10,157
SUBURBAN TOTAL	40.4	.0167	32.5	8.4	17.6	20.6	25.1	14.4	81,180	21,411	8,048	2,542	2,523	17,252	800
CHAMPAIGN - URBANA - RANTOUL	**170.9**	**.0702**	**26.5**	**26.1**	**19.8**	**15.6**	**17.5**	**61.6**	**1,042,944**	**179,026**	**117,521**	**151,243**	**49,402**	**217,659**	**38,421**
Champaign	170.9	.0702	26.5	26.1	19.8	15.6	17.5	61.6	1,042,944	179,026	117,521	151,243	49,402	217,659	38,421
• Champaign	60.7	.0250	25.2	32.8	19.0	13.5	17.9	23.2	547,592	91,476	68,245	95,599	25,299	81,513	25,502
• Rantoul	20.1	.0083	23.5	29.2	19.5	14.0	10.3	5.9	99,929	7,977	8,974	7,961	3,542	46,852	1,075
• Urbana	34.1	.0140	25.1	35.1	20.9	11.9	17.4	11.9	163,990	35,960	25,103	21,779	5,312	18,727	8,696
SUBURBAN TOTAL	56.0	.0229	30.3	12.1	19.8	20.8	19.8	20.6	231,433	43,613	15,199	25,904	15,249	70,567	3,148
CHICAGO	**6,166.3**	**2.5353**	**32.4**	**11.1**	**18.0**	**19.7**	**25.5**	**2,257.6**	**37,545,044**	**6,418,984**	**3,873,338**	**4,269,399**	**2,203,522**	**7,823,856**	**1,834,686**
Cook	5,262.9	2.1639	32.6	11.2	17.6	19.3	26.5	1,936.0	30,769,067	5,439,109	3,355,890	3,498,997	1,905,190	6,142,521	1,570,269
Arlington Heights	69.1	.0284	34.3	9.1	15.8	25.5	23.4	23.8	566,502	91,481	48,013	25,827	38,269	213,004	23,748
Berwyn	45.5	.0187	43.1	9.2	14.4	17.0	42.7	19.4	226,340	26,507	29,538	18,823	14,059	55,077	19,189
• Chicago	3,020.3	1.2418	31.9	11.7	17.7	18.1	26.4	1,131.2	13,668,968	2,633,204	1,755,888	1,487,744	865,464	1,884,376	817,254
• Chicago Heights	35.5	.0146	30.1	11.9	16.1	17.3	24.8	11.8	317,584	38,141	24,219	15,533	5,929	164,965	7,540
Cicero	61.1	.0251	36.7	10.5	16.1	17.3	34.8	24.8	181,551	42,731	32,862	2,540	6,476	40,009	8,197
Des Plaines	57.1	.0235	35.4	10.2	16.3	22.2	28.4	20.6	427,460	56,635	62,171	15,898	7,819	154,078	19,207
• Evanston	71.8	.0295	32.9	16.0	20.5	17.9	27.7	28.0	526,795	76,340	43,532	23,101	38,086	200,214	17,058
Mount Prospect	53.4	.0220	33.7	11.3	16.6	23.8	24.1	19.6	526,981	99,546	31,910	99,891	31,677	58,713	22,061
Oak Lawn	58.2	.0239	38.3	10.6	12.5	19.6	34.7	20.6	637,970	99,978	41,606	56,227	30,495	255,837	27,749
Oak Park	54.9	.0226	33.1	9.7	22.5	18.8	26.9	23.3	314,054	64,496	21,860	19,343	19,616	96,683	17,533
Schaumburg	57.7	.0237	29.7	9.5	26.0	23.9	12.3	21.6	1,228,604	90,429	64,036	237,774	103,717	450,050	19,374
Skokie	59.6	.0245	41.7	8.7	13.3	20.3	38.9	22.7	710,978	63,621	50,934	115,681	60,651	174,004	24,489
Du Page	738.2	.3035	31.3	10.3	20.2	22.6	19.9	264.3	6,079,609	828,225	455,198	712,099	269,145	1,481,917	229,177
Downers Grove	44.4	.0183	33.3	9.0	19.4	22.8	23.9	17.0	440,475	81,659	23,894	163	21,498	163,678	20,747
Elmhurst	45.5	.0187	35.4	9.9	15.0	21.4	29.2	16.0	370,670	53,637	25,484	82	6,810	180,943	11,611
Naperville	57.6	.0237	31.4	8.0	17.3	27.0	16.8	18.9	349,323	86,462	34,338	1,543	16,698	81,912	27,451
Wheaton	51.0	.0210	31.5	12.4	19.8	21.6	21.4	18.2	236,738	44,747	11,174	68	11,548	94,508	16,917
McHenry	165.2	.0679	31.4	9.2	18.5	21.8	21.6	57.3	696,368	151,650	62,250	58,303	29,187	199,418	35,240
SUBURBAN TOTAL	3,038.7	1.2494	32.9	10.3	17.9	21.5	24.7	1,086.6	23,031,697	3,671,299	2,049,699	2,743,021	1,294,043	5,574,301	992,834
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,131.7***	***3.3434***	***31.9***	***11.1***	***18.1***	***19.8***	***24.5***	***2,925.6***	***48,384,495***	***8,460,938***	***4,882,592***	***5,410,272***	***2,653,210***	***10,638,294***	***2,353,989***
DAVENPORT - ROCK ISLAND - MOLINE	**386.0**	**.1586**	**31.5**	**11.3**	**17.7**	**19.0**	**24.8**	**146.2**	**2,250,797**	**445,763**	**231,119**	**320,372**	**94,465**	**553,721**	**84,585**
Henry	56.0	.0230	33.3	9.3	15.7	19.6	27.7	20.7	205,231	39,857	20,424	8,810	10,596	58,525	9,666
Rock Island	164.0	.0674	32.5	11.6	16.7	18.7	27.1	62.9	1,047,606	197,213	104,461	144,013	31,571	282,776	45,615
• Moline	45.6	.0187	33.7	11.5	17.1	18.2	29.6	18.8	461,643	63,660	51,551	104,808	21,333	97,207	16,245
• Rock Island	45.1	.0185	32.6	13.5	15.7	15.8	30.4	17.5	192,609	31,903	21,776	11,870	3,898	51,498	10,427

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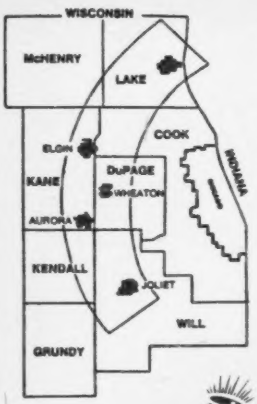
GREATER CHICAGO NEWSPAPERS



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Source: 1984 Sales and Marketing Management's Survey of Buying Power

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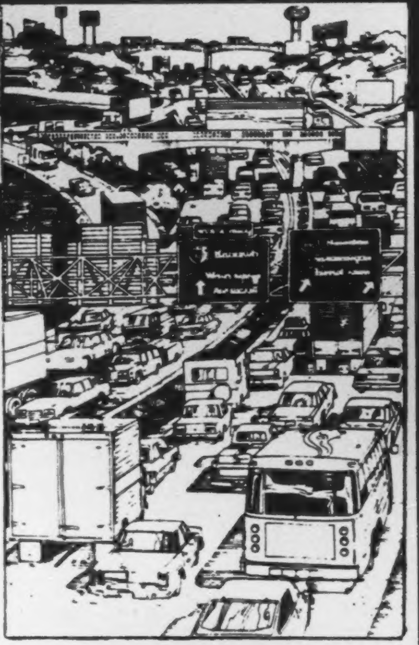
★ 96% Home Delivery
★ News Plan Discounts
★ SAU Price Structure



Copley Newspapers

A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.

ILL. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Scott, Iowa	*166.0*	*.0682*	*30.2*	*11.6*	*19.4*	*19.1*	*21.5*	*62.6*	*997,960*	*208,693*	*106,234*	*167,549*	*52,298*	*212,420*	*29,304*
• *Davenport*	*103.9*	*.0427*	*30.3*	*12.7*	*19.7*	*17.1*	*23.6*	*40.9*	*723,799*	*138,364*	*75,676*	*125,472*	*42,624*	*174,201*	*21,998*
SUBURBAN TOTAL	191.4	.0787	31.5	9.9	17.3	20.9	23.0	69.0	872,746	211,836	82,116	78,222	26,610	230,815	35,915
DECATUR	**128.0**	**.0526**	**32.5**	**10.8**	**16.8**	**19.1**	**26.7**	**48.9**	**803,171**	**148,214**	**65,190**	**122,972**	**44,679**	**187,764**	**31,668**
Macon	128.0	.0526	32.5	10.8	16.8	19.1	26.7	48.9	803,171	148,214	65,190	122,972	44,679	187,764	31,668
• Decatur	91.4	.0376	33.0	11.5	16.2	17.6	29.2	36.3	659,818	120,547	55,091	89,512	40,105	168,287	28,636
SUBURBAN TOTAL	36.6	.0150	31.4	9.0	17.6	22.8	20.9	12.6	143,353	27,667	10,099	33,460	4,574	19,477	3,032
JOLIET	**381.1**	**.1567**	**29.7**	**10.5**	**19.4**	**20.3**	**19.5**	**125.2**	**1,607,737**	**311,778**	**142,421**	**163,350**	**49,100**	**409,173**	**84,875**
Grundy	33.2	.0137	31.9	10.3	17.0	19.5	25.2	12.2	147,821	33,215	11,991	10,202	4,017	41,105	6,648
Will	347.9	.1430	29.5	10.5	19.6	20.4	18.9	113.0	1,459,916	278,563	130,430	153,148	45,083	368,068	78,227
• Joliet	78.6	.0323	31.4	12.1	17.6	15.8	27.7	28.3	670,852	112,930	53,250	110,059	24,854	186,913	32,952
SUBURBAN TOTAL	302.5	.1244	29.3	10.1	20.0	21.5	17.2	96.9	936,885	198,848	89,171	53,291	24,246	222,260	51,923
KANKAKEE	**102.9**	**.0423**	**31.2**	**11.1**	**16.6**	**18.4**	**25.4**	**36.9**	**488,055**	**104,556**	**52,260**	**55,311**	**24,374**	**125,355**	**22,658**
Kankakee	102.9	.0423	31.2	11.1	16.6	18.4	25.4	36.9	488,055	104,556	52,260	55,311	24,374	125,355	22,658
• Kankakee	29.1	.0120	32.2	11.2	15.9	15.8	29.9	11.3	235,313	41,618	25,983	28,550	16,547	50,668	17,778
SUBURBAN TOTAL	73.8	.0303	30.9	11.1	16.9	19.4	23.6	25.6	252,742	62,938	26,277	26,761	7,827	74,687	4,880
LAKE COUNTY	**478.2**	**.1966**	**30.4**	**12.5**	**18.2**	**21.4**	**20.1**	**158.0**	**3,097,077**	**439,116**	**226,625**	**257,621**	**144,909**	**1,161,800**	**124,459**
Lake	478.2	.1966	30.4	12.5	18.2	21.4	20.1	158.0	3,097,077	439,116	226,625	257,621	144,909	1,161,800	124,459
• North Chicago	41.1	.0169	23.1	37.1	17.1	11.8	10.8	7.8	51,209	14,875	13,719		145	5,898	1,647
• Waukegan	72.7	.0299	30.6	12.9	18.5	17.7	24.1	26.8	604,380	78,197	43,504	103,186	30,688	190,609	23,015
SUBURBAN TOTAL	364.4	.1498	31.5	9.6	18.4	23.3	20.3	123.4	2,441,488	346,044	169,402	154,435	114,076	965,293	99,797
PEORIA	**362.6**	**.1491**	**31.7**	**11.2**	**17.7**	**19.0**	**25.1**	**135.2**	**1,925,148**	**384,217**	**171,130**	**255,437**	**97,995**	**497,590**	**61,563**
Peoria	196.4	.0807	31.8	11.9	17.6	18.1	26.3	74.7	1,160,626	211,063	113,071	192,294	71,346	241,020	38,433
• Peoria	118.8	.0488	31.4	13.1	17.7	16.7	26.9	46.4	887,994	132,663	85,549	188,297	67,186	174,552	26,926
Tazewell	131.5	.0541	31.6	10.4	17.8	20.5	23.4	48.5	651,814	152,884	50,196	63,050	22,788	204,879	21,176
• Pekin	33.3	.0137	32.7	10.9	17.2	18.8	27.3	13.3	264,373	56,650	16,733	42,186	13,514	74,063	7,823
Woodford	34.7	.0143	31.4	10.3	16.9	18.9	25.1	12.0	112,708	20,270	7,863	93	3,861	51,691	1,954
SUBURBAN TOTAL	210.5	.0866	31.7	10.2	17.6	20.4	23.7	75.5	772,781	194,904	68,848	24,954	17,295	248,975	26,814
ROCKFORD	**284.0**	**.1167**	**31.9**	**10.5**	**17.7**	**19.8**	**24.7**	**105.7**	**1,692,063**	**330,687**	**152,566**	**226,021**	**90,770**	**413,342**	**47,170**
Boone	30.2	.0124	31.8	9.7	16.6	21.2	23.5	10.8	129,161	29,176	9,604	9,741	2,435	53,139	2,379
Winnebago	253.8	.1043	31.9	10.6	17.9	19.6	24.8	94.9	1,562,902	301,511	142,962	216,280	88,335	360,203	44,791
• Rockford	138.4	.0569	32.3	11.3	17.9	17.2	28.0	54.5	1,093,477	217,189	88,267	151,659	70,732	292,806	33,652
SUBURBAN TOTAL	145.6	.0598	31.4	9.7	17.5	22.2	21.6	51.2	598,586	113,498	64,299	74,362	20,038	120,536	13,518
SPRINGFIELD	**195.9**	**.0805**	**33.0**	**10.2**	**18.4**	**18.8**	**27.4**	**79.0**	**1,200,913**	**215,985**	**112,535**	**169,705**	**64,336**	**257,596**	**68,987**
Menard	12.5	.0051	34.5	8.3	15.9	20.3	29.0	4.7	24,928	7,160	1,789	549	96	6,674	2,170
Sangamon	183.4	.0754	32.9	10.3	18.5	18.7	27.3	74.3	1,175,985	208,825	110,746	169,156	64,240	250,922	66,817
• Springfield	104.4	.0429	33.2	11.1	19.1	16.9	29.5	45.0	992,309	158,238	83,436	164,762	55,684	231,749	63,760
SUBURBAN TOTAL	91.5	.0376	32.7	9.1	17.6	21.0	25.0	34.0	208,604	57,747	29,099	4,943	8,652	25,847	5,227
OTHER COUNTIES															
Adams	70.4	.0289	34.1	10.6	15.4	17.7	31.0	27.1	468,840	86,037	35,068	88,140	20,551	135,025	15,632
Quincy	41.2	.0169	35.8	11.8	14.8	16.1	34.9	16.9	433,872	81,600	31,833	87,789	19,660	115,271	15,610
Alexander	12.1	.0050	35.6	8.9	13.6	15.8	34.8	4.8	45,173	9,279	3,832	3,254	1,483	11,620	1,349
Bond	16.6	.0068	34.5	12.7	13.9	17.3	32.0	6.1	58,575	12,091	5,073	1,955	1,128	18,323	1,435
Brown	5.3	.0022	38.3	8.0	13.5	16.4	37.4	2.1	17,197	5,433	1,265	483	313	5,745	554
Bureau	38.4	.0158	35.0	9.1	14.7	18.0	32.1	14.6	152,501	36,688	14,002	6,448	9,597	43,411	3,940
Calhoun	6.0	.0025	37.8	8.7	12.6	18.8	34.9	2.1	15,944	2,325	1,822	376	652	6,534	435

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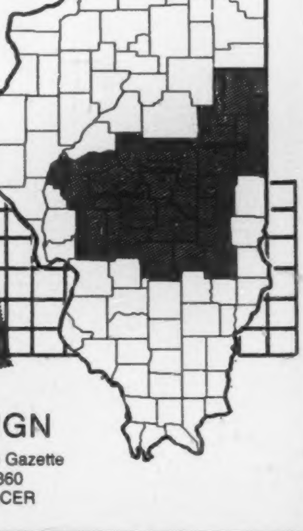

ILL. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Carroll	18.1	.0074	35.6	8.9	14.9	18.1	32.6	7.0	49,540	15,348	5,561	1,615	1,464	9,537	2,229
Cass	14.7	.0061	35.0	8.9	15.1	18.5	31.5	5.5	41,179	12,278	3,748	2,746	1,817	10,009	904
Christian	36.3	.0150	35.1	9.3	14.8	18.3	31.8	14.3	167,463	41,507	9,792	18,674	5,452	44,676	5,557
Clark	16.8	.0069	36.9	9.1	14.1	18.3	34.2	6.7	53,879	15,565	4,022	924	1,007	12,339	2,341
Clay	15.4	.0063	36.8	9.0	14.0	16.9	35.3	6.1	51,358	12,337	2,643	2,259	2,031	13,918	1,770
☐ Clinton	34.1	.0140	31.3	11.4	15.2	17.6	26.9	11.8	132,220	27,115	11,459	4,499	9,223	38,025	1,909
Coles	53.4	.0220	29.7	22.1	14.9	15.8	26.3	19.6	291,074	56,963	30,626	34,541	14,758	72,834	15,085
Crawford	21.0	.0086	36.7	9.2	14.9	18.2	34.0	8.3	107,136	24,974	6,163	10,707	2,707	28,303	3,997
Cumberland	11.5	.0048	33.5	9.7	15.0	17.7	30.1	4.4	36,486	6,364	3,944	444	939	13,595	892
De Kalb	73.8	.0303	26.8	25.7	16.3	15.9	20.6	25.4	339,764	67,728	35,539	20,956	18,120	89,159	10,497
De Witt	18.7	.0077	34.6	9.3	15.4	19.2	30.2	7.3	69,961	15,732	4,540	2,238	1,287	29,681	1,403
Douglas	20.1	.0083	34.0	10.0	15.2	19.1	29.5	7.5	90,157	23,708	6,739	2,220	5,465	21,916	2,248
Edgar	20.8	.0085	36.2	8.7	14.7	18.0	33.5	8.4	104,690	23,047	8,701	6,229	2,786	31,732	4,464
Edwards	8.5	.0035	35.9	9.5	14.8	17.1	34.0	3.6	31,831	11,801	1,537	513	1,812	3,251	
Effingham	33.6	.0138	31.5	10.5	16.4	17.7	26.6	12.2	279,007	47,104	23,811	16,209	17,374	60,697	3,975
Fayette	22.6	.0093	35.3	10.0	14.8	17.6	32.8	8.4	81,868	17,614	6,934	9,209	1,785	19,463	906
Ford	14.6	.0060	36.5	9.1	14.1	18.8	33.2	5.8	55,497	14,677	4,490	1,923	675	11,746	2,004
Franklin	44.1	.0182	37.5	8.6	14.1	17.6	35.6	17.8	237,424	55,876	19,168	26,040	9,479	58,689	11,252
Fulton	40.8	.0167	34.9	9.2	15.1	18.3	31.6	15.7	164,877	45,159	14,515	9,500	7,555	39,624	7,590
Gallatin	7.7	.0032	36.3	8.7	14.0	19.6	32.4	3.0	15,778	4,541	909	251	763	3,852	923
Greene	16.1	.0066	36.3	9.3	13.4	17.3	34.3	6.2	54,617	16,219	3,923	1,529	1,260	16,649	1,828
Hamilton	9.3	.0038	39.3	8.8	13.0	17.8	37.6	3.9	24,936	5,518	1,147	1,822	1,216	6,854	1,389
Hancock	23.7	.0097	35.4	9.7	14.6	17.7	32.8	9.3	69,278	15,696	4,321	912	2,357	25,431	1,491
Hardin	5.6	.0024	37.5	7.9	14.5	18.3	34.9	2.1	6,820	2,806	683	119	380	1,172	359
Henderson	9.4	.0038	33.9	9.8	15.0	19.3	29.0	3.5	20,996	4,018	3,770	195	768	5,246	146
Iroquois	32.5	.0134	35.4	9.2	14.5	18.7	31.8	12.4	120,623	27,063	8,617	10,787	6,429	30,290	2,960
Jackson	62.1	.0255	26.8	27.3	18.1	14.1	21.1	23.9	400,917	54,635	30,420	60,184	19,238	101,735	5,808
Jasper	11.6	.0048	34.4	10.1	13.9	17.2	31.9	4.3	64,889	12,862	1,822	3,196	1,711	22,697	515
Jefferson	39.2	.0161	34.3	9.3	16.2	17.7	31.3	15.9	253,679	45,064	23,553	38,175	12,877	56,632	6,780
☐ Jersey	21.1	.0087	32.2	12.6	14.8	19.2	26.7	7.2	63,951	12,567	5,958	10,175	2,427	20,370	1,603
Jo Daviess	24.1	.0099	33.2	9.2	15.5	18.3	28.9	9.0	81,176	15,592	8,887	1,175	2,144	16,805	3,208
Johnson	11.2	.0046	35.8	10.0	16.5	19.5	31.6	4.1	24,731	6,778	1,813	1,416	1,259	4,603	813
Knox	59.1	.0243	34.1	10.7	16.2	18.4	30.2	22.9	355,533	72,873	30,634	53,205	16,704	83,373	13,048
La Salle	110.4	.0454	34.8	10.3	14.9	18.1	31.6	43.1	620,668	122,573	47,735	69,609	28,303	167,266	20,954
Lawrence	17.9	.0073	37.1	9.0	14.3	16.9	35.6	6.8	80,235	27,833	4,275	3,697	3,151	11,172	3,401
Lee	35.1	.0145	33.2	10.3	16.8	18.7	28.2	12.8	110,493	13,154	9,386	4,119	3,877	44,970	4,796
Livingston	42.2	.0173	33.3	11.5	16.5	18.1	29.1	14.9	172,117	35,712	12,576	14,788	8,766	53,275	4,438
Logan	31.7	.0131	34.2	12.9	16.3	18.5	30.2	11.1	142,225	28,206	14,590	15,837	6,609	39,893	3,916
McDonough	36.1	.0148	27.6	26.7	14.5	14.6	24.6	12.8	181,713	38,275	20,922	16,398	7,572	33,166	7,988
Macoupin	51.2	.0211	35.3	9.6	14.6	17.6	32.9	19.7	190,117	44,093	11,364	13,582	8,929	55,598	8,692
☐ Madison	249.6	.1026	33.4	10.7	15.9	19.6	27.9	94.0	1,441,260	313,847	123,594	241,572	50,891	372,552	33,393
• Alton	33.2	.0137	34.4	10.8	14.8	16.0	33.1	13.1	318,519	39,873	26,349	90,974	14,633	76,847	5,949
• Granite City	35.9	.0148	33.4	11.1	15.7	18.7	28.7	13.7	222,067	57,885	21,832	18,033	4,370	42,821	8,972
Marion	46.4	.0191	34.9	9.7	14.7	18.3	31.6	17.7	264,797	64,630	19,491	30,169	11,266	68,918	8,644
Marshall	14.1	.0058	34.6	9.2	14.9	18.3	31.1	5.2	31,120	9,279	3,343	1,604	583	5,692	1,836
Mason	19.1	.0078	33.7	8.9	15.5	18.7	29.2	7.1	64,213	14,900	5,905	5,217	2,223	16,814	2,036
Massac	15.4	.0064	37.3	9.3	13.8	18.6	34.5	6.2	45,633	9,928	2,648	1,697	1,065	13,178	2,357
Mercer	19.7	.0081	33.7	8.8	15.5	20.5	27.5	7.3	40,349	12,695	3,776	1,918	2,003	8,094	1,469
☐ Monroe	21.3	.0088	34.2	10.0	14.8	20.1	28.7	7.6	80,589	21,870	7,189	14,403	1,788	20,084	2,306
Montgomery	32.8	.0134	36.2	9.3	14.4	16.8	34.5	12.3	145,205	35,805	9,113	16,244	4,361	35,395	5,544
Morgan	38.5	.0159	33.6	12.3	15.4	18.2	29.7	14.4	218,316	45,446	17,594	31,648	9,152	56,534	8,696
Moultrie	15.0	.0061	35.1	9.2	15.4	18.6	31.4	5.4	49,384	9,129	3,784	1,306	866	14,610	3,013
Ogle	46.8	.0193	33.0	9.7	15.7	20.5	26.4	17.5	142,582	35,937	11,149	2,798	2,233	45,619	5,005
Perry	23.0	.0095	34.8	8.9	15.5	17.7	31.9	8.9	105,609	27,379	7,910	13,682	3,982	20,872	6,286
Piatt	17.0	.0070	33.9	8.8	16.2	20.5	27.7	6.4	50,679	11,197	2,793	1,880	1,759	21,058	2,361
Pike	18.3	.0075	37.8	8.3	14.0	17.5	36.0	7.4	61,889	14,287	5,679	3,231	1,461	13,218	962
Pope	4.6	.0019	36.3	11.1	12.6	17.9	33.8	1.8	4,785	1,478	218	74	298	2,289	39
Pulaski	9.0	.0037	36.1	8.9	12.3	15.0	36.2	3.5	12,434	4,538	793	453	405	2,997	557
Putnam	6.6	.0027	32.4	10.0	16.8	19.3	26.4	2.3	14,315	3,484	780			3,907	1,316

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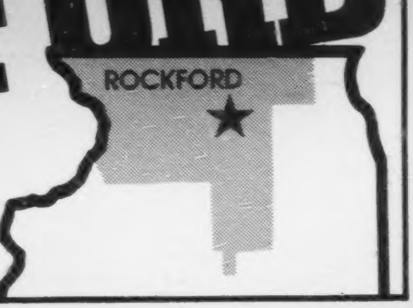

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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Randolph	37.2	.0153	33.2	11.1	17.7	17.7	29.1	12.7	168,087	43,572	10,600	23,515	7,334	47,121	4,064
Richland	17.7	.0073	35.0	10.5	15.1	19.0	30.9	7.1	112,259	17,184	6,587	18,986	4,674	27,314	4,305
☐ St. Clair	267.9	.1102	31.1	11.3	15.8	18.3	25.6	95.2	1,389,189	255,739	120,137	238,737	61,819	317,434	32,390
• Belleville	42.2	.0174	38.0	10.6	15.5	16.1	37.1	17.3	404,[illegible]19	80,017	31,453	21,731	19,445	160,320	13,752
• East St. Louis	50.9	.0209	25.2	11.3	14.5	15.2	20.6	16.0	129,646	35,374	10,760	6,273	3,851	12,645	7,131
Saline	28.8	.0118	38.8	8.9	13.6	18.3	36.8	12.1	197,110	43,123	16,478	28,712	8,750	41,547	11,759
Schuyler	8.1	.0033	36.7	8.3	15.1	17.9	34.3	3.1	28,727	8,357	3,037	408	1,389	6,689	1,600
Scott	6.2	.0026	36.7	10.0	13.5	17.9	34.2	2.3	15,186	3,396	1,166	504		7,722	619
Shelby	24.4	.0100	35.3	9.1	14.2	18.3	32.0	9.2	67,615	18,332	4,183	1,824	5,160	20,079	2,406
Stark	7.3	.0030	35.0	9.1	14.4	18.0	32.1	2.8	15,058	4,024	761		320	7,117	181
Stephenson	50.0	.0206	33.9	10.2	15.7	18.8	29.5	19.3	250,213	49,627	20,144	24,411	9,812	87,053	11,518
Union	18.5	.0076	39.8	7.5	15.4	17.3	38.7	7.6	70,532	19,562	5,711	9,800	3,188	16,477	2,426
Vermilion	93.4	.0384	33.9	9.8	15.8	18.5	29.7	35.9	564,344	129,009	48,121	72,303	23,573	118,286	24,799
Wabash	14.2	.0058	33.7	10.7	15.8	17.6	30.4	5.5	104,136	24,699	7,882	12,750	2,397	29,476	1,772
Warren	21.8	.0090	33.4	11.5	14.8	18.0	29.7	8.1	78,195	16,282	7,859	5,292	2,023	26,860	2,485
Washington	15.9	.0065	36.8	8.7	14.3	17.0	35.2	5.9	45,000	7,502	3,836	1,755	1,357	18,338	1,178
Wayne	18.4	.0076	37.8	9.1	13.2	18.2	35.5	7.6	112,477	18,935	4,782	9,853	2,686	27,186	2,118
White	18.2	.0075	38.9	8.8	14.2	18.4	36.8	7.4	76,804	12,060	4,213	4,336	2,289	32,182	1,329
Whiteside	65.5	.0269	32.2	10.5	15.9	18.9	26.6	24.2	290,352	49,000	22,932	32,872	13,234	82,270	14,114
Williamson	61.6	.0254	35.2	9.4	16.5	19.1	31.2	24.8	326,592	70,412	25,260	20,547	13,572	99,152	11,404
TOTAL METRO COUNTIES	**9,559.9**	**3.9305**	**31.9**	**11.5**	**17.8**	**19.6**	**24.8**	**3,476.2**	**56,311,114**	**9,891,648**	**5,551,843**	**6,646,200**	**3,046,233**	**12,736,920**	**2,564,790**
TOTAL STATE	**11,663.2**	**4.7955**	**32.2**	**11.5**	**17.4**	**19.3**	**25.8**	**4,277.7**	**66,088,064**	**11,984,982**	**6,335,253**	**7,604,588**	**3,454,198**	**15,333,490**	**2,906,900**

ILL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
AURORA - ELGIN	**4,819,983**	**31,557**	**17.2**	**29.0**	**23.3**	**20.0**	**.1454**
Kane	4,310,199	31,599	17.4	28.6	22.8	20.6	.1318
• Aurora	1,173,383	29,005	19.3	29.7	20.9	17.1	.0410
• Elgin	971,025	28,185	20.4	30.2	20.5	15.9	.0312
Kendall	509,784	31,249	15.5	32.4	27.4	14.7	.0136
SUBURBAN TOTAL	2,675,575	34,418	14.8	28.2	25.8	23.1	.0732
BLOOMINGTON - NORMAL	**1,653,402**	**27,007**	**21.8**	**26.8**	**19.3**	**16.8**	**.0541**
McLean	1,653,402	27,007	21.8	26.8	19.3	16.8	.0541
• Bloomington	673,143	22,947	25.0	26.5	16.7	13.0	.0266
• Normal	436,582	29,775	20.2	24.9	19.7	22.0	.0135
SUBURBAN TOTAL	543,677	30,507	18.4	28.4	22.7	18.6	.0140
CHAMPAIGN - URBANA - RANTOUL	**2,006,909**	**22,442**	**25.1**	**26.6**	**15.6**	**12.8**	**.0688**
Champaign	2,006,909	22,442	25.1	26.6	15.6	12.8	.0688
• Champaign	713,307	20,089	24.4	24.5	14.1	11.6	.0281
• Rantoul	206,058	20,683	34.7	27.8	15.5	8.8	.0071
• Urbana	368,519	19,645	26.4	23.9	12.8	12.5	.0123
SUBURBAN TOTAL	719,025	27,150	22.3	30.0	19.1	15.6	.0213
CHICAGO	**86,724,155**	**29,481**	**17.9**	**24.6**	**19.1**	**21.9**	**2.7245**
Cook	70,972,114	27,673	18.9	24.8	18.1	19.9	2.2482
Arlington Heights	1,234,530	43,869	10.9	19.8	24.4	39.8	.0379
Berwyn	659,619	26,254	21.9	26.9	18.2	16.6	.0194
• Chicago	35,094,349	22,032	21.6	24.8	14.9	14.3	1.1147
• Chicago Heights	394,179	26,345	19.4	26.0	19.3	15.9	.0160
Cicero	777,306	24,167	23.9	28.2	17.2	13.1	.0217
Des Plaines	904,134	36,961	14.3	25.2	25.1	28.1	.0286
• Evanston	1,239,896	30,519	19.0	26.7	16.9	25.9	.0374
Mount Prospect	924,356	39,207	12.4	23.9	24.5	32.8	.0306
Oak Lawn	892,989	34,943	15.4	25.4	22.5	27.4	.0327
Oak Park	904,972	29,322	20.2	27.0	18.4	22.2	.0261
Schaumburg	960,120	38,633	12.3	26.2	29.1	28.0	.0458

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ILL. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Skokie	1,126,760	39,460	14.6	21.9	21.7	35.0	.0382
Du Page	13,402,182	41,739	10.8	22.6	24.9	36.5	.4091
Downers Grove	854,947	42,419	12.4	20.4	23.6	37.9	.0269
Elmhurst	813,360	41,748	12.2	22.5	23.5	37.3	.0249
Naperville	1,102,380	51,128	8.3	14.4	21.6	51.9	.0303
Wheaton	954,335	42,406	11.4	22.0	23.8	38.2	.0250
McHenry	2,349,859	33,661	15.8	27.3	25.1	22.4	.0672
SUBURBAN TOTAL	49,995,731	36,961	14.0	24.5	23.4	29.8	1.5564
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***112,656,156***	***29,871***	***17.6***	***25.4***	***19.8***	***21.5***	***3.5412***
DAVENPORT - ROCK ISLAND - MOLINE	**5,085,815**	**27,749**	**19.3**	**29.3**	**20.6**	**15.4**	**.1628**
Henry	717,379	27,880	19.5	28.5	19.7	16.4	.0209
Rock Island	2,236,683	28,371	18.4	28.2	21.0	16.7	.0723
• Moline	692,912	28,723	18.5	28.2	20.6	18.5	.0248
• Rock Island	582,978	24,933	21.7	26.8	18.5	14.1	.0174
Scott, Iowa	*2,131,753*	*27,176*	*20.2*	*30.4*	*20.5*	*13.7*	*.0697*
• *Davenport*	*1,296,039*	*24,710*	*22.5*	*30.1*	*18.0*	*11.5*	*.0450*
SUBURBAN TOTAL	2,513,886	30,009	17.1	29.4	22.7	17.2	.0756
DECATUR	**1,722,709**	**27,447**	**19.0**	**28.7**	**19.6**	**16.5**	**.0557**
Macon	1,722,709	27,447	19.0	28.7	19.6	16.5	.0557
• Decatur	1,239,718	25,467	20.5	28.2	17.6	15.4	.0417
SUBURBAN TOTAL	482,991	32,551	14.7	30.3	25.1	19.5	.0140
JOLIET	**4,748,056**	**31,870**	**15.6**	**29.3**	**25.0**	**18.4**	**.1436**
Grundy	468,068	32,528	16.9	26.1	24.8	20.7	.0135
Will	4,279,988	31,812	15.5	29.6	25.0	18.2	.1301
• Joliet	939,107	25,915	20.1	27.1	17.9	14.8	.0358
SUBURBAN TOTAL	3,808,949	33,341	14.3	30.0	27.0	19.5	.1078
KANKAKEE	**1,120,000**	**23,464**	**22.6**	**30.6**	**16.2**	**10.8**	**.0371**
Kankakee	1,120,000	23,464	22.6	30.6	16.2	10.8	.0371
• Kankakee	315,293	20,035	25.1	29.3	11.2	9.6	.0125
SUBURBAN TOTAL	804,707	24,961	21.4	31.3	18.3	11.4	.0246
LAKE COUNTY	**7,776,152**	**36,405**	**14.5**	**23.9**	**21.5**	**30.8**	**.2327**
Lake	7,776,152	36,405	14.5	23.9	21.5	30.8	.2327
• North Chicago	413,650	23,083	27.5	32.8	15.4	11.1	.0114
• Waukegan	966,676	28,649	20.0	27.0	20.2	18.7	.0345
SUBURBAN TOTAL	6,395,826	39,373	12.6	22.7	21.9	34.7	.1868
PEORIA	**4,986,988**	**29,038**	**18.0**	**29.2**	**20.2**	**18.5**	**.1527**
Peoria	2,796,870	28,695	18.4	27.3	19.0	19.7	.0867
• Peoria	1,706,128	26,830	19.6	26.0	17.2	19.3	.0564
Tazewell	1,772,359	29,699	17.1	31.1	21.6	17.7	.0538
• Pekin	430,920	25,479	21.7	27.3	19.7	13.5	.0153
Woodford	417,759	28,365	18.4	33.0	21.6	14.5	.0122
SUBURBAN TOTAL	2,849,940	30,710	16.3	31.5	22.1	18.9	.0810
ROCKFORD	**3,630,352**	**28,036**	**19.1**	**30.6**	**21.1**	**14.2**	**.1187**
Boone	346,008	26,862	20.6	32.0	21.7	10.7	.0110
Winnebago	3,284,344	28,162	19.0	30.3	21.1	14.6	.1077
• Rockford	1,786,728	25,719	21.1	30.1	18.2	13.0	.0636
SUBURBAN TOTAL	1,843,624	30,281	17.2	31.1	24.2	15.4	.0551
SPRINGFIELD	**2,462,293**	**23,792**	**23.6**	**28.9**	**17.9**	**11.6**	**.0818**
Menard	124,496	21,650	25.6	34.7	13.3	6.0	.0036
Sangamon	2,337,797	23,957	23.5	28.6	18.2	11.9	.0782
• Springfield	1,348,200	22,043	24.8	27.1	16.1	11.4	.0514
SUBURBAN TOTAL	1,114,093	26,069	22.0	31.5	20.3	11.8	.0304
OTHER COUNTIES							
Adams	700,364	19,404	27.4	30.4	11.6	6.4	.0270
Quincy	421,638	17,925	28.6	28.2	10.4	6.1	.0193
Alexander	103,813	14,190	24.0	21.9	10.3	5.2	.0037
Bond	169,897	19,595	25.2	26.0	14.6	8.6	.0053
Brown	59,908	20,229	24.4	27.9	11.7	10.9	.0017
Bureau	469,859	24,557	23.0	30.0	17.1	12.7	.0142
Calhoun	48,109	16,655	27.6	26.6	9.8	5.4	.0016
Carroll	205,240	22,058	26.3	29.0	15.4	10.2	.0059
Cass	163,843	23,402	22.5	29.1	17.0	10.4	.0049
Christian	461,018	24,314	23.0	27.1	16.9	14.8	.0142
Clark	464,256	17,619	28.8	26.8	10.8	6.2	.0052
Clay	163,689	19,427	27.6	27.5	11.7	9.4	.0051
☐ Clinton	354,319	23,517	23.6	30.9	16.9	10.5	.0114
Coles	594,663	21,286	26.0	27.0	15.1	10.8	.0203
Crawford	288,047	26,201	21.4	26.6	18.0	17.7	.0087
Cumberland	112,444	19,263	29.0	30.2	11.3	6.6	.0035
De Kalb	865,678	25,316	22.0	29.2	18.5	13.1	.0276
De Witt	272,433	29,892	15.5	26.8	19.9	20.8	.0075
Douglas	245,865	26,187	22.6	29.6	19.6	12.7	.0076
Edgar	232,752	19,771	26.1	26.6	13.4	9.5	.0077
Edwards	115,026	24,138	25.5	26.8	18.2	12.6	.0032
Effingham	340,458	20,873	27.1	28.4	15.2	8.2	.0142
Fayette	225,616	18,862	29.4	26.7	12.3	8.1	.0073
Ford	158,955	20,676	29.9	31.4	12.6	7.6	.0050
Franklin	403,461	15,425	28.4	22.7	12.0	5.0	.0152
Fulton	414,683	20,774	25.0	30.9	14.0	7.0	.0137
Gallatin	69,741	16,338	27.1	24.5	9.8	7.0	.0021
Greene	132,364	15,763	31.7	25.0	9.3	3.6	.0047
Hamilton	130,399	24,123	22.5	25.4	16.0	16.5	.0035
Hancock	262,606	21,392	25.7	29.9	14.3	9.2	.0077
Hardin	35,760	12,253	31.0	20.4	4.4	2.3	.0013
Henderson	83,950	18,860	27.5	31.1	10.7	5.3	.0025
Iroquois	341,419	20,860	26.6	31.1	12.9	8.1	.0109
Jackson	655,802	17,253	26.2	21.7	11.8	10.6	.0243
Jasper	116,155	19,093	28.8	24.5	13.7	9.5	.0042
Jefferson	456,284	20,763	24.2	27.7	14.0	9.9	.0160
☐ Jersey	206,226	22,190	26.1	32.8	15.6	7.0	.0064
Jo Daviess	238,699	20,507	27.7	31.8	13.1	6.3	.0077
Johnson	88,781	15,760	30.6	25.5	9.0	4.0	.0029
Knox	636,073	21,198	26.5	30.8	14.7	7.3	.0228
La Salle	1,329,790	24,624	22.0	31.0	18.6	10.3	.0440
Lawrence	172,163	18,764	25.3	28.5	13.4	5.3	.0060
Lee	425,147	26,342	22.0	29.6	20.5	12.5	.0123
Livingston	466,268	24,295	22.4	32.3	17.0	11.0	.0147
Logan	351,485	23,987	23.8	30.2	18.1	10.4	.0113
McDonough	337,952	17,389	27.6	25.0	11.9	6.6	.0124
Macoupin	563,397	22,010	24.1	28.0	16.5	9.7	.0175
☐ Madison	2,650,077	22,705	23.2	30.8	17.3	7.9	.0944
• Alton	310,837	17,835	26.2	27.9	12.1	4.9	.0144
• Granite City	373,846	21,927	23.0	30.2	16.6	7.2	.0137
Marion	475,549	19,686	26.8	27.5	14.1	7.8	.0172
Marshall	153,945	23,832	21.1	33.5	15.1	10.3	.0042
Mason	204,855	22,508	22.8	31.7	14.4	9.8	.0064
Massac	142,780	16,735	26.6	25.3	12.2	4.9	.0046
Mercer	211,304	23,160	22.9	29.8	17.1	9.5	.0059
☐ Monroe	233,707	25,072	21.6	30.6	19.0	10.8	.0074
Montgomery	336,805	20,054	26.2	26.1	15.7	8.3	.0113
Morgan	427,714	21,280	26.1	28.1	15.4	9.5	.0147
Moultrie	153,035	22,226	24.5	31.3	15.6	8.3	.0049

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Ogle	585,765	27,421	20.4	31.1	20.6	12.9	.0165
Perry	267,258	22,357	24.6	24.2	18.4	11.8	.0085
Piatt	181,859	22,576	25.5	33.5	15.5	7.7	.0055
Pike	157,971	14,940	31.8	23.7	7.6	4.4	.0054
Pope	38,624	15,354	28.9	23.3	10.1	4.1	.0011
Pulaski	69,007	13,257	27.7	20.1	7.7	4.7	.0021
Putnam	77,529	27,852	18.6	31.5	20.7	13.9	.0021
Randolph	378,242	23,297	23.3	31.0	16.2	9.6	.0129
Richland	203,563	21,006	25.3	29.6	14.0	8.9	.0071
☐ St. Clair	2,851,768	22,432	21.6	25.9	16.5	12.2	.0982
• Belleville	534,535	23,029	23.9	27.0	16.1	13.0	.0207
• East St. Louis	314,320	10,921	21.1	16.7	8.8	6.3	.0121
Saline	276,616	15,240	27.4	22.5	11.0	6.0	.0109
Schuyler	85,023	20,529	25.1	28.8	13.5	8.8	.0027
Scott	65,248	21,569	23.8	30.6	13.4	9.5	.0020
Shelby	232,361	19,325	26.9	30.2	12.1	6.0	.0072
Stark	95,649	26,769	17.9	31.4	18.0	15.0	.0025
Stephenson	566,766	22,818	25.2	30.7	17.2	8.6	.0187
Union	185,364	16,662	31.6	25.4	8.1	7.3	.0060
Vermilion	1,034,523	22,068	23.3	29.4	15.8	9.7	.0365
Wabash	150,914	20,775	22.6	31.1	13.6	7.1	.0059
Warren	229,712	20,749	26.3	28.6	14.6	8.4	.0072
Washington	172,554	22,049	24.1	29.3	14.9	10.2	.0051
Wayne	176,001	16,531	30.3	25.5	9.6	5.5	.0068
White	214,555	20,346	27.1	27.5	11.8	11.4	.0066
Whiteside	718,110	24,273	22.9	31.3	18.9	8.9	.0233
Williamson	551,936	16,590	28.6	28.0	9.7	4.1	.0209
TOTAL METRO COUNTIES	**130,901,158**	**28,945**	**18.3**	**26.0**	**19.4**	**20.2**	**4.1260**
TOTAL STATE	**153,596,607**	**27,323**	**19.6**	**26.3**	**18.6**	**18.2**	**4.8778**

INDIANA

IND.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP
1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANDERSON	**132.0**	**.0543**	**32.4**	**10.4**	**16.8**	**19.9**	**25.8**	**48.8**	**795,976**	**180,863**	**66,926**	**95,404**	**33,652**	**196,864**	**37,941**
Madison	132.0	.0543	32.4	10.4	16.8	19.9	25.8	48.8	795,976	180,863	66,926	95,404	33,652	196,864	37,941
• Anderson	60.8	.0250	32.6	11.8	16.2	17.6	28.5	23.9	564,931	132,425	51,290	61,154	26,684	148,264	23,580
SUBURBAN TOTAL	71.2	.0293	32.3	9.2	17.4	21.8	23.4	24.9	231,045	48,438	15,636	34,250	6,968	48,600	14,361
BLOOMINGTON	**101.2**	**.0416**	**26.5**	**27.7**	**19.5**	**15.8**	**17.5**	**36.2**	**558,145**	**104,169**	**64,115**	**75,404**	**25,472**	**117,295**	**18,365**
Monroe	101.2	.0416	26.5	27.7	19.5	15.8	17.5	36.2	558,145	104,169	64,115	75,404	25,472	117,295	18,365
• Bloomington	52.4	.0215	24.1	42.1	18.6	11.4	14.7	17.7	493,942	91,312	56,048	74,543	23,281	104,363	16,411
SUBURBAN TOTAL	48.8	.0201	30.6	12.2	20.5	20.6	20.5	18.5	64,203	12,857	8,067	861	2,191	12,932	1,954
ELKHART - GOSHEN	**146.8**	**.0604**	**31.2**	**10.3**	**18.2**	**19.7**	**23.4**	**53.0**	**1,063,283**	**218,497**	**87,542**	**89,019**	**25,244**	**413,408**	**33,829**
Elkhart	146.8	.0604	31.2	10.3	18.2	19.7	23.4	53.0	1,063,283	218,497	87,542	89,019	25,244	413,408	33,829
• Elkhart	44.6	.0183	31.7	11.0	18.6	16.9	27.1	17.8	657,181	145,900	54,934	68,018	9,827	253,849	18,502
• Goshen	21.0	.0086	31.6	14.4	17.7	17.0	26.9	8.1	185,890	34,334	14,293	6,418	5,716	76,208	7,152
SUBURBAN TOTAL	81.2	.0335	30.8	8.8	18.2	22.0	20.4	27.1	220,212	38,263	18,315	14,583	9,701	83,351	8,175
EVANSVILLE	**284.6**	**.1170**	**32.8**	**11.1**	**17.1**	**18.8**	**27.5**	**108.1**	**1,915,165**	**378,321**	**182,356**	**273,259**	**102,706**	**424,648**	**59,501**
Posey	27.3	.0113	31.5	10.3	17.9	19.7	24.0	9.5	84,553	16,988	6,755	5,994	4,025	29,582	4,013
Vanderburgh	167.1	.0687	33.9	11.8	16.6	17.8	30.3	66.2	1,403,419	257,208	140,423	227,018	79,640	286,438	43,030
• Evansville	129.5	.0532	34.1	12.3	16.5	16.4	32.1	52.8	1,335,212	250,813	131,710	221,075	77,308	276,776	42,646
Warrick	47.1	.0193	30.9	9.3	18.4	21.6	20.9	16.2	143,151	35,415	9,838	8,722	5,568	37,580	4,265
Henderson, Ky.	*43.1*	*.0177*	*32.2*	*10.4*	*17.3*	*19.2*	*25.9*	*16.2*	*284,042*	*68,710*	*25,340*	*31,525*	*13,473*	*71,048*	*8,193*
SUBURBAN TOTAL	155.1	.0638	31.9	10.1	17.5	20.8	23.7	55.3	579,953	127,508	50,646	52,184	25,398	147,872	16,855
FORT WAYNE	**357.0**	**.1467**	**30.9**	**11.1**	**18.2**	**18.9**	**23.7**	**128.7**	**2,206,944**	**408,094**	**230,153**	**287,698**	**128,379**	**500,824**	**89,532**
Allen	296.3	.1218	30.8	11.3	18.5	18.8	23.3	107.5	1,939,154	334,950	206,534	271,030	121,238	431,607	74,481
• Fort Wayne	170.3	.0700	31.1	12.8	18.7	16.3	26.4	66.8	1,572,091	256,056	170,306	248,282	104,377	359,935	62,224
De Kalb	33.9	.0139	31.3	10.1	16.5	19.1	24.9	11.8	135,388	34,699	12,806	11,541	3,750	34,619	6,698
Whitley	26.8	.0110	32.0	10.1	16.7	18.9	26.0	9.4	132,402	38,445	10,813	5,127	3,391	34,598	8,353
SUBURBAN TOTAL	186.7	.0767	30.7	9.5	17.9	21.2	21.2	61.9	634,853	152,038	59,847	39,416	24,002	140,889	27,308
GARY - HAMMOND	**634.0**	**.2606**	**30.5**	**11.4**	**17.0**	**19.3**	**23.1**	**217.9**	**3,766,179**	**777,917**	**398,714**	**440,583**	**163,207**	**797,680**	**198,475**
Lake	507.1	.2085	30.8	11.2	16.5	19.0	24.1	175.1	3,226,545	656,041	335,412	394,406	142,920	681,059	153,606

Elkhart, Indiana - Ranked 39th In The U.S. In Retail Sales Per Household.
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The Elkhart Truth

Covers the richest county in "Michiana" daily and Sunday with the greatest penetration.
According to the 1986 Indiana County Population Estimate, since the 1980 US Census Elkhart-Goshen metropolitan area was the 10th fastest growing in Indiana with a recorded 6.6 percent increase. Target your advertising in on the rich Elkhart retail sales.

What Makes Our Market Rich?
ELKHART'S RETAIL SALES PER HOUSEHOLD OF $35,853.
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The Elkhart Truth
Represented by BRANHAM Newspaper Sales

*S&MMs survey of Buying Power, July 1986

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IND. (cont.) S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• East Chicago	37.1	.0153	30.6	12.1	14.7	16.3	27.3	[illegible]	128,647	24,099	18,938	10,561	5,822	23,879	12,053
• Gary	143.4	.0590	28.6	11.5	16.1	17.2	22.5	48.1	505,983	119,213	46,188	38,963	16,784	107,964	34,162
• Hammond	89.7	.0369	32.0	11.9	16.8	16.9	28.0	33.7	550,584	100,159	70,031	50,475	22,389	96,080	18,759
Porter	126.9	.0521	29.5	12.1	19.0	20.7	18.9	42.8	539,634	121,876	63,302	46,177	20,287	116,621	44,869
SUBURBAN TOTAL	363.8	.1494	30.8	11.2	17.7	21.1	21.5	122.9	2,580,965	534,446	263,557	340,584	118,212	569,757	133,501
INDIANAPOLIS	**1,219.6**	**.5015**	**31.5**	**11.0**	**18.2**	**19.8**	**23.8**	**451.0**	**8,515,255**	**1,393,883**	**858,404**	**1,043,872**	**390,792**	**2,207,569**	**374,164**
Boone	38.9	.0160	33.1	9.0	16.9	21.8	25.0	13.9	195,217	35,677	20,403	9,478	7,805	38,968	9,564
Hamilton	97.0	.0398	31.9	8.2	17.9	24.5	20.0	32.9	426,614	98,959	43,331	25,669	26,487	108,427	20,346
Hancock	47.1	.0194	31.6	8.9	17.2	23.1	21.0	16.0	243,635	44,048	23,012	17,037	6,333	73,688	11,134
Hendricks	76.1	.0313	31.2	9.5	18.1	22.5	20.6	25.0	262,615	81,147	25,670	12,193	9,119	55,116	12,813
Johnson	84.0	.0345	30.7	10.7	18.2	21.2	21.0	28.7	509,715	54,534	38,105	140,533	23,539	93,352	16,542
Marion	780.9	.3211	31.5	11.9	18.6	18.4	25.1	301.4	6,451,213	977,287	672,339	805,750	295,975	1,755,814	281,925
• Indianapolis	722.8	.2972	31.4	11.8	18.5	18.4	25.0	278.1	6,087,359	911,020	627,771	779,656	282,557	1,672,012	266,660
Morgan	55.8	.0230	31.3	9.5	16.8	22.0	21.8	19.0	262,712	69,643	22,285	20,274	13,333	39,583	12,884
Shelby	39.8	.0164	32.3	9.6	16.5	20.2	25.3	14.1	163,534	32,588	13,259	12,938	8,201	42,621	8,956
SUBURBAN TOTAL	496.8	.2043	31.7	9.8	17.7	22.0	22.2	172.9	2,427,896	482,863	230,633	264,216	108,235	535,557	107,504
KOKOMO	**103.3**	**.0425**	**31.9**	**9.9**	**16.9**	**21.4**	**23.5**	**38.4**	**730,861**	**132,451**	**72,139**	**85,371**	**26,658**	**199,720**	**33,653**
Howard	86.8	.0357	31.7	10.0	17.2	21.4	22.9	32.2	654,362	114,261	66,168	82,655	25,278	175,290	29,941
• Kokomo	46.9	.0193	31.9	10.9	17.3	18.5	26.1	18.7	612,094	108,279	63,697	73,806	22,613	171,855	27,812
Tipton	16.5	.0068	33.5	9.3	15.8	20.7	27.0	6.2	76,499	18,190	5,971	2,716	1,380	24,430	3,712
SUBURBAN TOTAL	56.4	.0232	32.0	9.1	16.6	23.6	21.4	19.7	118,767	24,172	8,442	11,565	4,045	27,865	5,841
LAFAYETTE - WEST LAFAYETTE	**123.0**	**.0506**	**26.8**	**25.4**	**17.8**	**15.7**	**19.6**	**42.9**	**755,119**	**119,441**	**79,430**	**114,760**	**30,854**	**188,805**	**30,835**
Tippecanoe	123.0	.0506	26.8	25.4	17.8	15.7	19.6	42.9	755,119	119,441	79,430	114,760	30,854	188,805	30,835
• Lafayette	43.8	.0180	31.7	13.0	19.7	17.1	26.4	18.1	533,240	75,909	44,930	87,754	22,136	151,087	19,910
• West Lafayette	20.8	.0086	24.1	42.9	16.8	11.8	15.7	7.5	162,483	40,793	25,818	26,821	5,255	8,899	10,781
SUBURBAN TOTAL	58.4	.0240	24.7	28.3	16.8	16.1	15.9	17.3	59,396	2,739	8,682	185	3,463	28,819	144
MUNCIE	**123.5**	**.0508**	**30.4**	**16.6**	**15.9**	**18.8**	**23.9**	**44.1**	**865,227**	**160,465**	**90,693**	**103,526**	**49,478**	**187,390**	**43,489**
Delaware	123.5	.0508	30.4	16.6	15.9	18.8	23.9	44.1	865,227	160,465	90,693	103,526	49,478	187,390	43,489
• Muncie	74.2	.0305	28.7	22.0	15.3	15.6	24.8	27.1	742,914	140,819	79,774	86,561	38,922	155,798	42,450
SUBURBAN TOTAL	49.3	.0203	32.7	8.5	17.0	23.6	22.4	17.0	122,313	19,646	10,919	16,965	10,556	31,592	1,039
SOUTH BEND - MISHAWAKA	**241.2**	**.0992**	**32.3**	**12.7**	**16.8**	**17.5**	**28.0**	**89.3**	**1,599,033**	**271,238**	**154,406**	**229,045**	**127,094**	**387,452**	**71,443**
St. Joseph	241.2	.0992	32.3	12.7	16.8	17.5	28.0	89.3	1,599,033	271,238	154,406	229,045	127,094	387,452	71,443
• Mishawaka	41.5	.0171	32.2	12.3	18.6	16.5	28.3	17.4	534,815	79,103	46,380	113,871	59,278	112,433	23,034
• South Bend	108.6	.0447	33.3	11.0	17.3	14.9	32.1	42.9	833,217	146,016	83,725	93,614	47,841	226,856	40,525
SUBURBAN TOTAL	91.1	.0374	31.0	15.0	15.4	20.9	22.9	29.0	231,001	46,119	24,301	21,560	19,975	48,163	7,884
TERRE HAUTE	**133.0**	**.0548**	**32.7**	**14.1**	**16.1**	**16.9**	**29.3**	**49.1**	**1,073,019**	**178,430**	**90,247**	**138,604**	**38,366**	**242,255**	**31,193**
Clay	25.0	.0103	34.9	9.7	15.1	18.2	31.6	9.4	121,039	20,292	8,975	10,546	2,970	35,519	7,080
Vigo	108.0	.0445	32.2	15.2	16.3	16.6	28.8	39.7	951,980	158,138	81,272	128,058	35,396	206,736	24,113
• Terre Haute	57.5	.0236	32.1	18.4	14.9	13.6	32.1	22.3	748,794	146,527	63,693	92,006	29,101	121,157	19,802
SUBURBAN TOTAL	75.5	.0312	33.1	10.9	16.7	19.5	27.3	26.8	324,225	31,903	26,554	46,598	9,265	121,098	11,391
OTHER COUNTIES															
Adams	30.9	.0127	30.2	10.1	16.1	17.5	24.8	10.3	149,891	30,581	15,542	8,007	7,088	44,497	6,832
Bartholomew	66.2	.0272	31.7	9.6	17.9	22.2	21.9	24.2	320,865	58,382	31,567	48,042	17,081	66,174	13,444
Benton	9.6	.0040	34.6	9.0	13.9	18.3	31.1	3.5	37,399	9,313	2,021		1,070	8,292	2,041
Blackford	15.3	.0063	33.6	9.2	15.8	19.6	28.2	5.6	59,824	15,825	4,138	6,443	1,950	16,069	3,432
Brown	13.4	.0055	33.1	9.1	18.0	20.9	25.6	5.1	20,814	2,901	4,484	352	828	1,891	1,968
Carroll	19.3	.0079	33.7	9.2	15.8	19.2	28.8	7.1	62,331	10,033	4,783	3,093	1,635	22,007	3,135
Cass	40.7	.0167	33.5	9.6	15.8	19.4	28.3	14.8	196,861	37,425	17,362	22,028	9,664	49,614	11,229
☐ Clark	91.2	.0375	31.0	10.5	18.8	19.9	22.6	32.8	627,678	100,078	49,477	114,757	16,430	143,632	18,965
Clinton	30.9	.0127	33.9	9.5	15.6	18.9	29.4	11.3	148,552	35,931	14,053	8,041	6,269	37,494	9,130
Crawford	10.4	.0043	32.5	10.2	15.3	18.6	27.6	3.6	25,136	7,988	2,359	3,412	682	3,939	

South Bend Tribune

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IND. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Daviess	28.6	.0118	33.5	9.4	15.1	17.5	30.4	10.4	140,263	31,536	10,039	16,839	3,819	27,807	6,202
☐ Dearborn	37.7	.0155	32.0	9.3	16.4	20.0	25.1	12.9	146,969	36,260	11,703	14,848	5,797	33,381	10,268
Decatur	23.6	.0097	31.6	10.0	15.7	18.6	26.1	8.3	106,791	22,980	9,541	9,702	3,154	26,742	3,297
Dubois	36.4	.0149	30.8	11.4	16.8	18.4	24.6	12.7	263,046	41,968	21,124	13,727	12,773	104,223	7,143
Fayette	27.6	.0114	32.0	9.2	16.6	18.9	26.2	9.9	144,825	31,231	12,328	13,126	3,599	37,421	11,779
☐ Floyd	63.2	.0259	32.4	10.1	17.3	19.9	25.6	22.6	266,162	64,674	33,024	22,130	19,967	43,234	15,490
• New Albany	37.9	.0156	33.6	10.5	16.9	17.4	30.5	14.6	239,227	54,757	30,165	21,843	18,021	42,402	12,185
Fountain	18.7	.0077	34.5	9.3	14.9	19.9	29.4	6.8	70,925	16,696	7,548	2,933	1,580	25,386	3,687
Franklin	20.7	.0085	30.7	9.6	15.7	19.2	24.0	6.5	47,098	18,907	3,881	1,160	1,103	7,925	2,002
Fulton	19.7	.0081	34.8	9.4	14.8	18.6	31.1	7.4	90,643	19,873	11,216	7,890	1,597	24,048	6,812
Gibson	34.1	.0141	34.3	10.7	15.0	19.0	30.0	12.9	206,440	49,307	15,650	18,580	5,363	55,169	11,096
Grant	78.1	.0321	32.3	11.8	15.5	19.8	25.9	27.6	511,204	98,657	50,363	69,050	21,804	121,253	23,412
Greene	31.1	.0128	35.9	8.4	15.2	18.9	32.3	12.1	118,153	36,711	8,452	9,906	3,574	23,181	6,424
☐ Harrison	29.9	.0123	31.4	10.0	17.0	20.1	23.7	10.1	89,447	26,116	7,737	6,469	4,736	16,400	3,672
Henry	51.2	.0210	33.1	9.3	16.1	20.0	27.0	18.6	271,892	84,458	23,870	17,535	10,970	52,136	13,976
Huntington	37.2	.0153	32.6	11.0	15.5	18.3	27.9	13.4	182,198	41,904	15,646	18,807	5,947	41,857	9,931
Jackson	37.2	.0153	32.6	10.0	16.2	19.4	26.6	13.6	230,579	54,322	21,340	14,137	6,239	52,763	10,646
Jasper	27.6	.0114	29.8	12.5	15.9	19.1	22.5	9.0	117,847	23,934	9,139	10,138	2,024	27,986	7,996
Jay	22.3	.0091	33.6	9.4	14.9	19.0	28.8	8.2	87,856	24,914	7,476	6,138	4,205	19,397	4,342
Jefferson	29.5	.0122	31.6	12.6	16.5	19.1	25.2	10.4	143,754	34,110	11,314	18,090	7,725	29,306	6,541
Jennings	24.1	.0099	31.0	10.5	18.1	20.3	22.6	7.7	73,536	22,069	6,645	5,295	1,351	12,437	3,864
Knox	41.5	.0171	33.9	14.2	14.6	17.6	30.7	15.9	260,698	47,073	23,083	29,225	14,637	58,643	13,919
Kosciusko	65.4	.0269	31.4	10.8	17.9	19.2	24.3	23.5	307,110	60,049	27,242	23,568	11,024	80,913	14,642
La Grange	28.8	.0118	28.5	9.8	16.0	17.7	21.9	8.9	115,353	29,779	15,940	4,543	2,411	17,433	4,078
La Porte	108.1	.0445	32.2	10.3	17.9	19.0	26.0	37.4	545,417	109,669	51,244	71,960	23,873	124,941	29,327
Lawrence	43.5	.0178	33.7	9.1	16.3	19.5	28.3	16.3	219,553	47,196	17,365	32,673	9,471	52,239	10,560
Marshall	41.9	.0172	32.6	9.9	16.1	18.8	27.4	15.1	193,186	39,731	16,714	7,678	5,620	50,705	10,761
Martin	11.0	.0045	32.0	9.8	16.2	19.0	26.1	3.9	43,644	12,976	2,357	2,332	1,560	12,010	1,328
Miami	39.2	.0162	30.2	11.8	17.6	18.5	23.0	13.8	163,441	31,893	12,148	9,073	6,167	56,036	10,102
Montgomery	35.9	.0147	33.5	11.4	15.4	19.7	28.0	13.3	199,708	41,342	17,161	24,307	6,883	53,872	10,927
Newton	14.8	.0061	31.6	9.4	16.3	18.9	25.5	5.2	44,006	11,260	3,204	1,058	1,575	7,654	4,904
Noble	38.3	.0157	31.2	10.2	17.2	18.4	25.1	13.5	141,695	35,631	12,057	14,634	4,345	34,391	6,718
Ohio	5.3	.0022	34.0	9.7	14.9	20.4	28.1	2.0	14,790	7,523	1,391		276		415
Orange	19.1	.0078	33.8	9.6	15.7	18.3	29.8	7.0	58,888	20,833	4,573	4,096	2,094	8,181	2,758
Owen	17.2	.0071	34.1	8.6	15.6	20.1	28.5	6.4	41,019	9,719	3,841	676	1,789	12,631	1,818
Parke	16.3	.0067	35.2	8.8	15.0	19.1	31.0	5.9	43,431	13,370	3,246	2,071	1,732	7,402	2,554
Perry	19.2	.0079	33.4	10.4	15.1	17.7	29.8	6.7	96,260	27,472	7,412	15,216	4,509	14,813	4,601
Pike	13.5	.0056	35.5	9.1	15.1	20.0	30.8	5.2	32,302	10,977	2,054	1,184	1,434	10,856	1,414
Pulaski	13.5	.0055	33.4	9.5	14.3	17.9	29.8	5.1	67,568	10,826	4,190	2,272	1,720	22,721	5,137
Putnam	30.3	.0125	32.5	15.9	14.0	19.9	26.5	9.9	110,515	32,632	8,833	6,723	3,785	22,185	6,727
Randolph	29.4	.0121	33.2	9.4	15.7	20.0	27.2	10.8	118,483	31,709	9,162	5,172	6,642	28,391	6,652
Ripley	25.6	.0105	32.2	9.6	15.4	18.1	27.5	8.6	94,983	28,923	5,413	5,185	3,602	19,551	4,402
Rush	18.7	.0077	32.8	9.8	14.6	18.4	28.4	6.5	85,004	19,515	4,267	6,152	3,715	27,687	5,789
Scott	20.9	.0085	31.1	9.9	16.3	19.9	23.7	7.3	98,555	19,523	8,771	11,540	2,034	18,743	4,339
Spencer	20.4	.0084	32.6	10.6	16.1	18.7	27.4	6.8	68,203	20,698	5,253	1,514	2,501	20,602	2,156
Starke	22.1	.0091	32.4	9.2	15.4	18.9	27.1	7.8	105,557	21,936	5,627	8,199	2,399	22,994	9,515
Steuben	27.1	.0111	32.6	11.9	15.7	19.0	27.3	10.0	155,585	33,219	15,026	10,607	5,311	25,545	4,619
Sullivan	21.0	.0087	35.9	8.5	15.1	17.7	33.5	8.1	58,484	16,823	3,086	3,203	1,450	14,892	2,661
Switzerland	7.5	.0030	35.2	8.8	13.8	19.8	30.6	2.7	15,263	5,717	1,206	196	352	1,199	250
Union	6.9	.0028	32.5	9.4	15.7	19.4	26.7	2.4	24,333	7,461	1,295	628	1,180	3,508	1,563
Vermillion	18.0	.0074	35.1	8.8	15.6	18.4	31.7	7.1	65,638	12,638	2,886	1,691	218	30,333	2,299
Wabash	35.5	.0145	32.0	12.0	15.2	19.1	26.4	12.3	149,876	28,918	11,809	18,323	5,040	33,317	9,750
Warren	8.6	.0036	33.7	8.9	15.0	20.5	27.6	2.9	9,403	4,033	658	100	178	470	1,073
Washington	22.9	.0095	32.2	10.1	15.5	19.3	26.4	8.1	93,624	20,014	4,155	7,859	2,689	26,976	3,254
Wayne	72.6	.0298	33.6	10.1	15.4	19.4	28.4	27.0	570,469	105,005	43,578	86,728	19,537	150,150	21,197
Richmond	39.5	.0162	33.7	11.5	15.3	17.1	30.8	15.5	482,841	81,541	37,216	83,528	17,471	135,849	17,888
Wells	25.3	.0104	32.1	10.1	16.6	19.4	25.7	9.1	108,956	20,619	9,245	4,641	5,984	44,320	4,001
White	24.1	.0099	33.6	9.2	16.0	18.0	29.8	9.2	126,954	28,447	12,334	8,182	2,758	38,491	4,732
TOTAL METRO COUNTIES	**3,778.1**	**1.5535**	**31.2**	**12.3**	**17.7**	**19.1**	**24.1**	**1,369.7**	**24,690,420**	**4,482,187**	**2,451,726**	**3,103,224**	**1,175,359**	**6,029,509**	**1,062,622**
TOTAL STATE	**5,571.9**	**2.2909**	**31.6**	**11.6**	**17.2**	**19.1**	**25.0**	**2,012.4**	**33,167,097**	**6,369,292**	**3,171,433**	**3,888,904**	**1,488,948**	**8,123,318**	**1,483,925**

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Source: Market Opinion Research, 1986 study   ABC, 12-31-86 estimates

IND.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,528,022**	**25,405**	**21.7**	**29.4**	**18.6**	**13.2**	**.0527**
Madison	1,528,022	25,405	21.7	29.4	18.6	13.2	.0527
• Anderson	682,560	22,369	24.3	29.6	15.3	10.6	.0279
SUBURBAN TOTAL	845,462	28,569	19.0	29.4	21.6	15.8	.0248
BLOOMINGTON	**1,057,109**	**19,463**	**26.8**	**25.0**	**13.2**	**10.6**	**.0374**
Monroe	1,057,109	19,463	26.8	25.0	13.2	10.6	.0374
• Bloomington	503,636	15,337	29.1	18.5	9.9	10.5	.0228
SUBURBAN TOTAL	553,473	23,446	24.8	31.2	16.3	10.7	.0146
ELKHART - GOSHEN	**1,660,506**	**24,363**	**24.6**	**32.5**	**16.8**	**11.4**	**.0615**
Elkhart	1,660,506	24,363	24.6	32.5	16.8	11.4	.0615
• Elkhart	505,378	21,079	26.9	30.1	13.2	9.4	.0255
• Goshen	229,797	21,379	30.3	30.9	15.7	7.4	.0094
SUBURBAN TOTAL	925,331	27,364	21.3	34.8	19.5	13.9	.0266
EVANSVILLE	**3,409,944**	**24,457**	**22.4**	**28.5**	**17.7**	**12.8**	**.1195**
Posey	304,105	27,173	20.0	29.4	21.6	12.3	.0091
Vanderburgh	2,120,261	23,864	22.9	27.7	16.1	14.2	.0779
• Evansville	1,562,458	21,704	24.9	27.7	14.6	11.5	.0640
Warrick	492,654	26,466	20.2	31.6	21.7	9.8	.0150
Henderson, Ky.	*492,924*	*23,278*	*23.2*	*29.6*	*17.7*	*10.1*	*.0175*
SUBURBAN TOTAL	1,847,486	27,143	19.8	29.4	20.6	14.1	.0555
FORT WAYNE	**4,208,854**	**26,281**	**22.4**	**30.4**	**19.4**	**13.3**	**.1446**
Allen	3,582,294	26,604	22.0	29.8	19.7	14.1	.1239
• Fort Wayne	1,957,908	22,328	26.1	29.3	16.1	10.1	.0788
De Kalb	354,915	25,286	23.5	34.3	17.3	10.1	.0114
Whitley	271,645	24,336	24.7	33.6	18.6	8.0	.0093
SUBURBAN TOTAL	2,250,946	30,295	18.4	31.6	22.9	16.8	.0658
GARY - HAMMOND	**6,943,978**	**27,166**	**17.9**	**30.7**	**20.8**	**12.8**	[illegible]
Lake	5,382,994	26,128	18.2	31.0	19.5	11.9	[illegible]
• East Chicago	341,880	21,220	18.3	27.9	14.8	9.3	.0114
• Gary	1,231,985	20,863	19.4	28.0	15.2	8.4	.0427
• Hammond	966,314	24,430	21.2	32.7	17.8	9.0	.0348
Porter	1,560,984	31,541	16.8	30.1	26.0	16.2	.0475
SUBURBAN TOTAL	4,403,799	30,576	16.4	31.6	24.4	15.9	.1561
INDIANAPOLIS	**15,339,068**	**26,956**	**20.8**	**28.9**	**18.9**	**16.1**	**.5303**
Boone	461,911	25,603	21.7	29.8	18.5	13.9	.0150
Hamilton	1,320,119	32,296	16.8	27.7	22.0	23.1	.0387
Hancock	548,955	29,713	18.7	29.6	24.6	14.7	.0180
Hendricks	842,427	28,965	19.0	32.3	24.0	12.8	.0257
Johnson	1,003,861	28,963	19.0	29.9	22.5	15.6	.0341
Marion	10,184,492	26,094	21.6	28.0	17.7	16.5	.3661
• Indianapolis	9,322,746	25,913	21.5	27.9	17.6	16.4	.3395
Morgan	573,637	25,634	21.4	32.5	19.3	9.9	.0195
Shelby	403,666	23,334	24.7	33.4	16.4	8.3	.0132
SUBURBAN TOTAL	6,016,322	28,311	19.8	30.5	21.1	15.5	.1908
KOKOMO	**1,332,956**	**28,154**	**19.6**	**27.5**	**18.5**	**19.3**	**.0458**
Howard	1,142,355	28,842	18.7	27.1	18.8	20.6	.0397
• Kokomo	590,789	24,514	21.4	27.0	16.5	15.4	.0262
Tipton	190,601	24,839	24.1	30.1	16.8	12.5	.0061
SUBURBAN TOTAL	742,167	31,398	18.0	27.9	20.4	22.9	.0196
LAFAYETTE - WEST LAFAYETTE	**1,401,031**	**23,201**	**25.5**	**28.2**	**16.0**	**12.8**	**.0490**
Tippecanoe	1,401,031	23,201	25.5	28.2	16.0	12.8	.0490
• Lafayette	527,072	22,674	25.2	31.1	15.7	9.5	.0233
• West Lafayette	258,795	19,803	28.6	20.3	11.7	17.5	.0094
SUBURBAN TOTAL	615,164	25,065	24.5	28.4	18.2	14.4	.0163
MUNCIE	**1,348,019**	**23,387**	**23.3**	**28.3**	**16.9**	**11.6**	**.0504**
Delaware	1,348,019	23,387	23.3	28.3	16.9	11.6	.0504
• Muncie	757,255	19,457	26.9	26.6	12.9	9.3	.0339
SUBURBAN TOTAL	590,764	30,020	17.5	31.3	23.3	15.2	.0165
SOUTH BEND - MISHAWAKA	**2,786,646**	**24,330**	**23.4**	**30.5**	**16.8**	**11.9**	**.0992**
St. Joseph	2,786,646	24,330	23.4	30.5	16.8	11.9	.0992
• Mishawaka	469,835	21,637	26.5	32.2	14.5	7.3	.0222
• South Bend	1,217,545	21,607	25.7	29.5	14.3	9.8	.0463
SUBURBAN TOTAL	1,099,266	30,240	18.0	31.1	21.9	17.8	.0307
TERRE HAUTE	**1,418,463**	**21,493**	**26.2**	**28.7**	**14.7**	**10.1**	**.0564**
Clay	257,788	21,763	25.2	29.6	15.9	8.6	.0088
Vigo	1,160,675	21,429	26.4	28.4	14.4	10.5	.0476
• Terre Haute	572,731	18,375	29.4	27.3	10.9	7.5	.0296
SUBURBAN TOTAL	845,732	24,531	23.6	29.7	17.8	12.3	.0268
OTHER COUNTIES							
Adams	314,372	24,938	23.0	32.0	16.7	11.9	.0108

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FORT WAYNE
NEWSPAPERS

IND. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

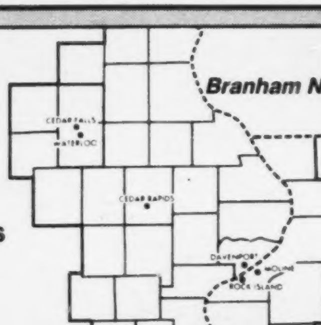
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Bartholomew	951,690	31,168	16.4	27.3	20.7	22.3	.0279
Benton	94,565	21,023	28.3	30.8	13.1	8.7	.0031
Blackford	156,412	22,708	24.5	29.3	17.8	8.4	.0051
Brown	123,845	19,414	29.9	30.9	12.5	5.1	.0035
Carroll	206,353	23,306	26.3	33.1	16.4	8.7	.0064
Cass	413,446	22,461	25.9	31.5	16.9	7.5	.0142
☐ Clark	904,766	22,685	24.9	33.0	16.0	7.5	.0355
Clinton	332,720	22,438	26.1	30.4	15.7	9.5	.0111
Crawford	76,158	15,663	30.6	23.3	10.5	4.2	.0027
Daviess	274,149	19,477	28.2	27.8	12.1	8.9	.0098
☐ Dearborn	392,856	25,359	21.1	31.2	18.4	11.4	.0127
Decatur	230,172	22,028	25.9	32.2	14.3	8.9	.0080
Dubois	381,438	23,421	24.4	32.6	16.1	9.1	.0147
Fayette	290,409	23,119	24.5	31.7	16.5	10.1	.0101
☐ Floyd	675,729	23,920	22.8	30.4	18.0	10.6	.0219
• New Albany	395,748	21,120	25.5	29.7	14.5	8.5	.0146
Fountain	166,688	19,580	28.5	30.5	13.1	5.2	.0058
Franklin	183,729	21,695	27.2	30.8	13.7	9.8	.0058
Fulton	194,618	20,654	28.7	31.7	12.4	7.6	.0067
Gibson	381,202	23,093	23.7	27.7	17.0	11.3	.0134
Grant	865,837	24,820	22.1	29.3	17.9	13.0	.0313
Greene	316,037	19,413	27.4	26.0	14.8	7.8	.0103
☐ Harrison	287,186	23,017	24.7	33.1	15.7	8.9	.0092
Henry	523,265	22,527	25.2	30.6	16.0	9.2	.0184
Huntington	390,376	23,102	26.9	33.1	15.5	8.7	.0132
Jackson	354,490	20,974	26.6	31.3	14.5	6.3	.0138
Jasper	278,128	24,655	23.4	33.5	16.2	11.0	.0094
Jay	193,303	18,688	30.8	30.4	10.8	5.0	.0068
Jefferson	314,072	22,277	26.7	27.6	16.1	11.7	.0106
Jennings	210,987	21,618	26.0	31.0	14.9	7.8	.0070
Knox	391,220	17,699	28.1	26.7	10.7	6.7	.0153
Kosciusko	751,740	24,810	24.1	30.9	17.9	12.5	.0242
La Grange	241,214	20,668	29.7	30.9	13.2	7.6	.0088
La Porte	1,140,778	24,704	22.9	30.6	18.9	10.6	.0391
Lawrence	452,703	21,364	26.3	28.4	15.7	9.2	.0156
Marshall	438,250	22,538	26.3	29.9	16.8	9.1	.0148
Martin	107,566	21,937	25.6	29.7	15.4	9.6	.0036
Miami	361,116	20,249	30.4	30.4	14.4	5.9	.0125
Montgomery	390,992	23,254	27.1	31.1	16.9	9.8	.0136
Newton	133,933	21,457	24.8	33.1	14.0	6.4	.0044
Noble	365,420	21,922	28.1	32.2	16.1	6.5	.0121
Ohio	55,409	21,625	22.8	27.3	15.9	9.9	.0018
Orange	157,620	17,177	30.7	27.8	9.0	4.8	.0053
Owen	155,356	18,874	28.1	29.1	11.9	5.9	.0048
Parke	141,399	18,721	27.6	29.8	11.6	5.5	.0047
Perry	171,506	20,180	26.2	30.1	14.7	5.6	.0064
Pike	132,197	19,386	27.4	27.1	14.6	6.8	.0040
Pulaski	137,024	20,099	29.5	28.5	12.9	8.7	.0048
Putnam	282,023	22,161	25.3	30.4	16.8	7.2	.0095
Randolph	282,941	21,336	26.7	32.4	14.8	6.3	.0095
Ripley	234,792	21,197	26.0	30.9	13.6	8.6	.0080
Rush	177,891	21,372	27.5	30.1	15.3	8.1	.0062
Scott	190,768	20,766	28.3	31.5	13.5	7.0	.0069
Spencer	191,918	22,308	24.4	29.4	15.7	9.5	.0063
Starke	182,031	18,711	27.6	30.5	11.7	4.4	.0071
Steuben	283,094	21,802	26.4	31.4	14.7	8.4	.0101
Sullivan	174,029	16,398	31.6	27.9	9.7	3.3	.0059
Switzerland	59,741	16,940	29.8	28.1	8.9	4.8	.0019
Union	68,312	22,237	26.6	29.5	16.0	10.1	.0021
Vermillion	191,252	20,987	27.0	28.2	15.3	8.7	.0061
Wabash	360,710	22,324	27.3	31.6	15.8	8.7	.0121
Warren	105,747	29,709	17.2	28.5	20.4	19.6	.0026
Washington	199,712	19,117	29.2	30.1	11.1	6.4	.0072
Wayne	735,817	21,261	26.1	30.5	14.1	8.4	.0299
Richmond	394,491	19,036	27.3	28.5	12.2	7.1	.0197
Wells	249,592	22,034	27.8	33.1	15.2	7.0	.0085
White	238,459	21,021	28.1	33.3	12.8	6.5	.0086
TOTAL METRO COUNTIES	**44,202,209**	**25,636**	**21.6**	**29.7**	**18.3**	**13.6**	**1.5536**
TOTAL STATE	**62,354,942**	**24,382**	**23.1**	**29.7**	**17.4**	**12.2**	**2.1778**

IOWA

IOWA
S&MM ESTIMATES

POPULATION—12/31/86 / RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**172.0**	**.0707**	**31.2**	**11.9**	**18.5**	**19.6**	**23.3**	**67.0**	**1,042,861**	**221,823**	**95,421**	**196,298**	**48,874**	**212,082**	**34,004**
Linn	172.0	.0707	31.2	11.9	18.5	19.6	23.3	67.0	1,042,861	221,823	95,421	196,298	48,874	212,082	34,004
• Cedar Rapids	110.0	.0452	31.5	12.4	19.0	18.4	24.9	44.5	868,422	158,802	77,311	192,113	42,692	180,659	27,243
SUBURBAN TOTAL	62.0	.0255	30.5	11.1	18.0	21.6	20.4	22.5	174,439	63,021	18,110	4,185	6,182	31,423	6,761
DAVENPORT - ROCK ISLAND - MOLINE	**386.0**	**.1586**	**31.5**	**11.3**	**17.7**	**19.0**	**24.8**	**146.2**	**2,250,7[illegible]7**	**445,763**	**231,119**	**320,372**	**94,465**	**553,721**	**84,585**
Scott	166.0	.0682	30.2	11.6	19.4	19.1	21.5	62.6	997,960	208,693	106,234	167,549	52,298	212,420	29,304
• Davenport	103.9	.0427	30.3	12.7	19.7	17.1	23.6	40.9	723,799	138,364	75,676	125,472	42,624	174,201	21,998



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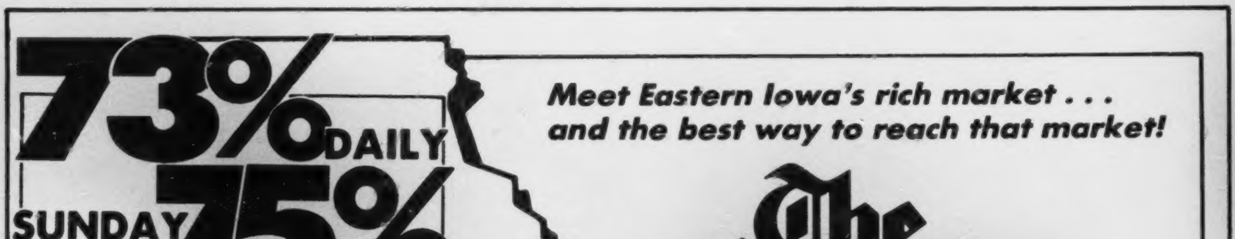
IOWA (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Henry, Ill.	56.0	.0230	33.3	9.3	15.7	19.6	27.7	20.7	205,231	39,857	20,424	8,810	10,596	58,525	9,666
Rock Island, Ill.	164.0	.0674	32.5	11.6	16.7	18.7	27.1	62.9	1,047,606	197,213	104,461	144,013	31,571	282,776	45,615
• *Moline*	45.6	.0187	33.7	11.5	17.1	18.2	29.6	18.8	461,643	63,660	51,551	104,808	21,333	97,207	16,245
• *Rock Island*	45.1	.0185	32.6	13.5	15.7	15.8	30.4	17.5	192,609	31,903	21,776	11,870	3,898	51,498	10,427
SUBURBAN TOTAL	191.4	.0787	31.5	9.9	17.3	20.9	23.0	69.0	872,746	211,836	82,116	78,222	26,610	230,815	35,915
DES MOINES	**386.0**	**.1587**	**31.7**	**11.5**	**18.8**	**19.4**	**24.4**	**153.4**	**2,588,220**	**587,231**	**240,406**	**381,013**	**142,633**	**586,154**	**64,551**
Dallas	30.9	.0127	33.3	8.7	17.0	19.8	27.3	12.0	122,253	36,476	5,087	13,187	2,957	37,626	2,064
Polk	317.4	.1305	31.7	11.9	19.2	19.1	24.5	128.2	2,369,270	525,026	229,348	362,742	138,294	510,461	60,094
• Des Moines	193.8	.0797	32.1	12.6	18.9	17.0	27.5	81.4	1,589,571	339,436	152,167	258,013	91,111	361,745	38,186
Warren	37.7	.0155	30.6	10.2	17.9	21.6	20.5	13.2	96,697	25,729	5,971	5,084	1,382	38,067	2,393
SUBURBAN TOTAL	192.2	.0790	31.3	10.3	18.7	21.9	21.2	72.0	998,649	247,795	88,239	123,000	51,522	224,409	26,365
DUBUQUE	**91.6**	**.0377**	**29.9**	**12.6**	**16.4**	**17.2**	**24.5**	**31.2**	**519,126**	**105,745**	**48,005**	**92,193**	**28,510**	**108,224**	**18,473**
Dubuque	91.6	.0377	29.9	12.6	16.4	17.2	24.5	31.2	519,126	105,745	48,005	92,193	28,510	108,224	18,473
• Dubuque	60.1	.0247	31.2	13.4	16.3	16.5	27.3	21.8	457,403	95,786	42,641	90,391	23,178	88,913	17,623
SUBURBAN TOTAL	31.5	.0130	27.4	11.1	16.2	18.7	19.0	9.4	61,723	9,959	5,364	1,802	5,332	19,311	850
IOWA CITY	**86.9**	**.0357**	**27.1**	**25.3**	**23.4**	**15.4**	**16.0**	**33.4**	**436,759**	**92,211**	**50,761**	**59,837**	**24,231**	**82,327**	**12,976**
Johnson	86.9	.0357	27.1	25.3	23.4	15.4	16.0	33.4	436,759	92,211	50,761	59,837	24,231	82,327	12,976
• Iowa City	52.0	.0214	25.5	32.2	23.9	13.1	14.1	19.9	316,283	70,367	35,524	47,817	15,708	52,908	10,332
SUBURBAN TOTAL	34.9	.0143	29.6	15.0	22.6	18.8	18.9	13.5	120,476	21,844	15,237	12,020	8,523	29,419	2,644
SIOUX CITY	**117.7**	**.0484**	**31.9**	**11.0**	**16.8**	**17.0**	**27.9**	**44.8**	**719,771**	**154,643**	**59,490**	**109,854**	**34,616**	**157,916**	**20,677**
Woodbury	99.5	.0409	32.4	11.0	16.5	16.9	28.8	38.2	657,506	143,350	50,659	109,116	29,839	145,576	19,151
• Sioux City	80.6	.0331	32.3	11.5	16.7	16.5	29.1	31.2	622,618	134,689	46,875	107,503	27,458	136,633	18,849
Dakota, Neb.	18.2	.0075	29.8	10.7	18.8	17.7	22.5	6.6	62,265	11,293	8,831	738	4,777	12,340	1,526
SUBURBAN TOTAL	37.1	.0153	31.1	9.8	17.3	18.0	25.3	13.6	97,153	19,954	12,615	2,351	7,158	21,283	1,828
WATERLOO - CEDAR FALLS	**154.8**	**.0637**	**30.2**	**14.7**	**17.5**	**17.4**	**24.3**	**56.9**	**836,591**	**167,704**	**75,832**	**117,240**	**40,710**	**202,487**	**31,156**
Black Hawk	130.1	.0535	30.0	15.0	18.0	17.2	23.8	48.0	752,271	142,664	68,836	111,727	37,932	183,394	27,621
• Cedar Falls	33.7	.0139	26.8	24.8	17.5	16.5	19.3	11.4	236,084	37,405	19,066	23,717	10,865	82,232	7,959
• Waterloo	70.7	.0291	31.4	12.1	18.3	16.6	26.8	28.0	477,851	91,255	45,527	86,409	26,318	93,553	18,953
Bremer	24.7	.0102	31.8	13.0	15.2	18.6	26.6	8.9	84,320	25,040	6,994	5,513	2,778	19,093	3,535
SUBURBAN TOTAL	50.4	.0207	30.9	11.6	16.4	19.1	24.1	17.5	122,656	39,044	11,239	7,114	3,527	26,702	4,244
OTHER COUNTIES															
Adair	9.2	.0038	38.4	8.4	13.0	16.9	37.1	3.7	46,920	14,552	5,254	1,585	755	7,903	1,262
Adams	5.4	.0022	38.9	7.9	13.1	18.5	36.4	2.1	15,211	4,924	611	441	443	2,389	505
Allamakee	15.0	.0062	34.7	9.0	13.5	16.5	33.1	5.4	81,806	23,747	4,920	5,012	1,465	26,095	734
Appanoose	14.8	.0061	36.6	8.9	14.0	16.3	35.6	6.1	67,934	20,423	5,276	7,780	1,946	12,156	1,490
Audubon	7.9	.0033	38.2	8.2	12.6	17.7	36.5	3.1	36,376	8,294	2,126	1,200	2,177	11,677	983
Benton	23.4	.0096	34.1	9.4	14.7	18.7	29.8	9.0	80,797	18,364	5,849	1,379	3,326	27,733	2,916
Boone	25.9	.0106	35.2	10.1	16.5	17.7	32.5	10.0	112,005	26,693	10,144	7,059	6,801	29,633	3,965
Buchanan	22.8	.0093	30.7	10.3	15.7	16.8	26.4	8.1	89,328	23,418	6,669	4,671	1,099	25,616	3,172
Buena Vista	20.6	.0085	34.1	13.1	14.5	15.6	33.1	7.9	148,678	31,590	11,649	15,698	6,101	40,031	3,582
Butler	17.0	.0070	34.9	8.6	14.9	17.0	32.8	6.4	42,555	11,844	2,401	2,387	1,823	10,872	924
Calhoun	12.4	.0051	38.9	8.7	12.8	16.8	37.7	4.8	46,028	12,969	2,538	1,764	2,963	12,337	1,493
Carroll	22.9	.0094	32.6	9.9	14.1	16.3	30.3	8.3	172,061	24,506	12,563	14,367	4,277	51,203	2,030
Cass	16.6	.0068	37.2	8.9	14.1	17.4	35.3	6.8	126,152	29,378	6,950	12,432	2,557	27,093	4,534
Cedar	18.9	.0078	34.2	9.0	15.5	18.6	30.3	7.3	79,882	18,953	4,603	3,420	2,882	23,229	1,557
Cerro Gordo	49.0	.0202	34.3	11.1	16.3	17.9	31.0	19.9	378,177	89,454	28,304	53,716	15,253	77,886	10,881
Cherokee	15.1	.0062	35.2	9.2	15.0	17.7	32.6	6.0	91,302	22,674	4,717	6,325	2,708	30,187	3,159
Chickasaw	14.9	.0061	33.0	10.0	13.8	17.7	29.5	5.4	50,933	12,199	3,756	2,882	1,642	16,057	1,863
Clarke	8.8	.0036	36.0	9.2	14.3	17.9	35.5	3.4	56,480	18,026	4,925	5,506	467	10,758	1,106
Clay	19.2	.0079	32.8	10.7	16.7	17.5	28.8	7.8	142,804	29,206	10,209	14,163	5,990	38,082	3,587



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NEWSPAPER SALES

IOWA (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Clayton	21.3	.0088	34.7	9.5	13.8	17.3	32.3	8.2	78,129	17,289	4,514	949	2,578	26,047	2,425
Clinton	55.8	.0229	32.9	10.1	16.0	18.5	28.2	20.9	327,840	76,232	26,745	35,914	19,460	93,754	9,686
Crawford	18.5	.0076	33.2	9.8	14.6	17.6	29.9	6.9	68,348	17,951	7,074	3,572	1,933	12,530	1,994
Davis	9.2	.0038	35.6	9.3	13.6	17.8	33.0	3.3	34,258	8,703	2,144	585	1,138	9,242	1,282
Decatur	9.4	.0039	34.7	14.9	13.0	15.8	33.8	3.4	41,795	15,157	2,775	1,702	1,107	6,285	2,457
Delaware	19.3	.0079	31.0	10.4	13.9	17.3	27.2	6.7	81,409	21,417	5,638	6,540	1,774	18,899	3,682
Des Moines	45.3	.0186	33.8	9.5	16.5	18.3	29.8	18.1	292,364	70,035	24,064	50,708	16,423	51,194	8,380
Dickinson	15.8	.0065	35.9	8.3	16.1	17.6	33.5	6.4	82,261	15,431	10,882	4,560	2,367	19,749	2,346
Emmet	12.4	.0051	33.2	10.7	15.2	16.5	30.8	5.0	61,359	15,808	3,742	4,803	1,721	16,210	1,696
Fayette	24.3	.0100	34.5	10.1	13.9	17.1	32.2	9.3	106,447	25,346	5,962	8,414	4,251	33,209	2,236
Floyd	18.9	.0077	35.2	8.5	14.5	18.4	31.8	7.2	95,653	26,475	6,887	11,409	2,654	20,405	2,483
Franklin	12.5	.0052	36.8	8.4	14.8	17.7	34.6	5.2	46,791	12,981	2,311	2,902	1,717	11,379	1,489
Fremont	9.3	.0038	37.6	7.8	14.2	17.0	36.0	3.7	48,240	21,488	2,829	241	1,339	5,923	1,940
Greene	11.3	.0047	37.5	8.1	14.1	16.3	36.6	4.7	63,650	13,398	4,740	3,257	997	22,667	2,702
Grundy	13.9	.0057	35.7	8.3	14.7	19.1	32.0	5.4	50,056	15,204	5,032		1,790	12,704	2,631
Guthrie	11.6	.0047	39.3	7.2	13.4	17.0	38.1	4.6	27,305	8,273	1,915	2,043	1,919	5,860	1,377
Hamilton	16.9	.0070	35.6	9.2	14.9	18.0	32.7	6.8	77,295	24,782	7,088	5,041	2,360	10,776	2,941
Hancock	14.0	.0057	33.8	9.2	15.9	17.1	31.0	5.6	33,579	9,975	2,655	619	2,086	7,849	1,802
Hardin	21.2	.0088	36.0	10.4	13.8	17.4	33.9	8.2	138,363	33,256	6,269	8,842	3,463	46,649	4,153
Harrison	15.8	.0065	35.8	9.1	13.2	17.6	33.4	6.0	90,079	14,505	6,083	1,511	3,393	43,175	4,089
Henry	19.0	.0078	33.9	11.1	16.2	17.4	30.8	7.1	100,107	23,780	5,916	9,083	3,551	32,112	3,655
Howard	10.7	.0044	37.3	8.6	12.6	15.9	36.7	4.1	44,993	14,024	2,167	1,860	1,620	8,582	2,478
Humboldt	12.0	.0049	37.1	8.7	13.6	18.0	34.7	5.1	53,147	15,868	4,388	3,653	1,895	14,649	2,094
Ida	8.8	.0036	37.6	8.4	13.5	17.3	35.9	3.5	48,768	12,847	2,401	2,983	845	13,235	1,935
Iowa	15.3	.0063	35.7	9.3	14.6	18.0	32.9	6.0	78,365	20,203	16,460	1,200	4,653	11,885	1,621
Jackson	22.9	.0194	32.5	9.8	14.2	18.1	28.3	8.3	81,214	24,848	5,536	6,432	3,282	17,059	2,747
Jasper	36.2	.0149	34.7	9.2	15.6	19.5	30.0	14.1	180,608	44,446	13,552	11,837	6,410	45,427	7,893
Jefferson	16.9	.0070	33.2	10.7	20.3	17.2	29.1	6.4	85,391	21,139	6,242	6,366	1,624	25,851	2,821
Jones	20.3	.0083	32.8	10.9	15.5	17.8	28.8	7.2	72,881	17,633	4,642	5,618	1,863	21,864	2,011
Keokuk	12.3	.0051	38.0	8.6	13.4	16.4	36.9	4.9	36,308	4,471	1,957	292	931	13,731	1,131
Kossuth	21.0	.0086	33.9	9.7	14.1	17.1	31.3	8.0	103,765	21,131	7,894	9,715	4,439	32,417	2,193
Lee	43.1	.0178	33.6	9.9	16.5	18.1	29.6	16.5	201,586	56,459	16,855	25,209	11,910	42,492	7,801
Louisa	12.4	.0051	32.8	9.3	15.8	18.8	27.8	4.5	39,794	13,777	3,893	705	917	13,167	1,291
Lucas	10.0	.0041	38.2	8.2	13.3	18.7	35.5	4.2	70,040	20,223	3,446	2,781	2,586	11,455	2,197
Lyon	12.4	.0051	33.7	8.8	14.3	16.6	31.5	4.5	34,942	8,738	2,101	900	3,694	6,930	474
Madison	12.3	.0050	36.1	7.4	14.5	18.8	32.8	4.6	66,175	16,818	6,294	1,978	1,537	17,297	2,257
Mahaska	23.2	.0096	34.2	11.4	15.6	16.4	32.3	9.1	108,437	28,713	10,124	10,725	6,514	19,868	3,068
Marion	30.5	.0125	33.0	12.5	15.5	17.8	29.0	11.0	113,135	26,897	10,871	8,799	6,094	31,682	4,060

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IOWA (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Marshall	40.8	.0168	33.6	9.8	16.8	18.6	29.1	16.0	217,456	54,226	18,437	26,878	7,803	51,966	10,444
Mills	14.0	.0058	32.6	9.8	18.3	18.5	27.0	4.7	47,895	12,461	3,405	2,334	1,077	16,986	1,887
Mitchell	11.5	.0047	37.0	9.2	12.2	16.8	35.5	4.5	49,679	7,181	3,192	1,022	1,910	11,754	1,878
Monona	11.2	.0046	39.3	7.9	13.2	16.8	38.2	4.5	64,178	12,172	4,011	2,084	1,811	27,393	3,754
Monroe	8.8	.0036	36.8	9.4	13.6	16.9	35.3	3.4	27,097	8,936	1,228	882	248	7,052	508
Montgomery	13.3	.0055	37.7	8.7	14.6	16.4	36.5	5.5	83,853	18,258	5,404	13,369	2,534	19,527	4,245
Muscatine	41.4	.0170	31.7	10.4	16.9	18.7	25.7	15.3	214,359	59,346	18,629	17,153	9,612	35,469	8,978
O'Brien	16.3	.0067	36.1	9.9	13.6	16.7	34.5	6.3	93,366	18,772	6,405	5,487	2,324	27,159	3,629
Osceola	8.2	.0034	36.1	9.2	13.0	17.2	34.2	3.2	23,988	6,239	1,681	961	644	4,246	420
Page	18.7	.0077	37.6	8.8	14.3	16.8	36.4	7.5	111,453	12,383	5,623	17,166	4,769	20,201	4,206
Palo Alto	11.7	.0048	35.2	10.5	12.9	16.7	33.5	4.7	55,749	10,192	3,110	1,603	2,564	16,854	1,681
Plymouth	24.5	.0100	32.8	11.1	14.3	17.0	29.7	9.0	121,736	32,702	8,635	9,852	2,095	32,651	2,391
Pocahontas	10.5	.0044	38.1	8.1	12.9	17.1	36.8	4.1	34,975	8,070	2,885	906	1,018	9,007	371
☐ Pottawattamie	87.7	.0360	32.1	10.6	16.0	18.8	26.6	33.1	622,153	109,448	51,120	58,888	10,012	188,463	27,028
• Council Bluffs	56.8	.0234	31.8	11.7	16.3	17.3	27.5	22.3	526,967	93,176	41,534	56,097	8,908	172,336	24,778
Poweshiek	19.1	.0079	33.1	14.4	14.5	17.1	30.1	7.1	139,057	31,631	11,419	8,150	3,144	36,227	3,285
Ringgold	5.9	.0024	40.5	7.7	13.7	16.6	39.4	2.4	25,406	6,226	2,236	1,314	683	9,774	732
Sac	13.1	.0054	37.9	8.3	13.6	16.4	36.9	5.4	54,206	9,328	3,451	1,079	684	14,008	1,720
Shelby	14.6	.0060	35.0	8.7	13.5	17.6	32.5	5.5	81,854	20,950	7,394	9,748	945	21,500	2,349
Sioux	31.7	.0131	29.9	14.2	14.1	16.1	26.7	10.7	117,463	26,079	6,459	3,746	4,552	43,999	3,948
Story	74.6	.0306	25.4	29.9	18.4	14.3	18.2	25.6	434,185	104,907	42,247	56,979	20,464	108,416	11,330
Ames	46.1	.0190	23.9	41.5	18.1	11.9	13.3	14.7	337,583	76,422	37,860	54,357	15,740	70,841	9,215
Tama	18.8	.0078	36.1	8.4	13.9	17.9	33.4	7.0	71,318	23,012	5,366	4,670	3,196	13,687	895
Taylor	7.9	.0032	40.0	8.0	13.0	15.8	39.8	3.2	28,563	10,073	2,484	834	874	3,773	485
Union	13.4	.0055	35.5	9.4	14.8	17.0	33.7	5.4	82,119	22,344	5,480	7,180	1,447	20,217	1,518
Van Buren	8.3	.0034	36.8	8.3	13.6	17.4	35.0	3.2	21,194	5,649	1,870	490	868	2,484	399
Wapello	39.3	.0162	36.0	9.8	15.1	17.6	33.5	15.8	207,223	58,823	13,627	24,736	7,488	43,611	6,995
Washington	20.5	.0084	34.4	9.1	15.5	17.5	31.6	7.8	90,662	21,210	6,843	9,316	3,229	23,607	2,380
Wayne	7.7	.0032	42.2	7.7	12.5	15.7	42.3	3.3	33,591	9,594	2,424	839	861	6,256	1,402
Webster	43.8	.0180	33.9	11.0	15.3	17.6	30.7	17.0	268,030	47,770	24,224	46,767	11,681	67,346	6,050
Winnebago	13.1	.0054	35.5	10.6	14.5	16.5	34.1	5.2	68,101	14,788	4,742	4,526	1,338	26,428	2,553
Winneshiek	21.7	.0089	30.9	17.1	13.0	15.9	28.8	7.6	116,081	26,072	11,108	9,231	6,871	23,117	3,342
Worth	8.9	.0037	37.3	8.2	14.8	17.9	35.0	3.5	29,922	9,048	1,988	73	1,143	5,189	887
Wright	15.9	.0065	37.6	8.8	13.8	17.3	35.9	6.4	78,960	25,062	5,202	2,519	3,132	21,717	2,186
TOTAL METRO COUNTIES	**1,244.5**	**.5116**	**30.8**	**12.9**	**18.5**	**18.5**	**23.7**	**475.8**	**7,701,176**	**1,636,205**	**718,438**	**1,182,134**	**377,107**	**1,737,733**	**236,643**
TOTAL STATE	**2,909.5**	**1.1963**	**32.5**	**11.7**	**16.6**	**17.8**	**28.0**	**1,112.8**	**16,025,201**	**3,666,644**	**1,357,199**	**1,899,583**	**691,626**	**3,846,500**	**496,752**

IOWA

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CEDAR RAPIDS	**2,237,739**	**26,735**	**21.1**	**31.6**	**20.8**	**11.7**	**.0729**
Linn	2,237,739	26,735	21.1	31.6	20.8	11.7	.0729
• Cedar Rapids	1,463,739	25,940	21.6	30.9	19.7	11.7	.0513
SUBURBAN TOTAL	774,000	28,152	20.0	32.9	23.0	11.8	.0216
DAVENPORT - ROCK ISLAND - MOLINE	**5,085,815**	**27,749**	**19.3**	**29.3**	**20.6**	**15.4**	**.1628**
Scott	2,131,753	27,176	20.2	30.4	20.5	13.7	.0697
• Davenport	1,296,039	24,710	22.5	30.1	18.0	11.5	.0450
Henry, Ill.	*717,379*	*27,880*	*19.5*	*28.5*	*19.7*	*16.4*	*.0208*
Rock Island, Ill.	*2,236,683*	*28,371*	*18.4*	*28.2*	*21.0*	*16.7*	*.0723*
• Moline	*692,912*	*28,723*	*18.5*	*28.2*	*20.6*	*18.5*	*.0248*
• Rock Island	*582,978*	*24,933*	*21.7*	*26.8*	*18.5*	*14.1*	*.0174*
SUBURBAN TOTAL	2,513,886	30,009	17.1	29.4	22.7	17.2	.0756
DES MOINES	**5,152,472**	**25,942**	**22.2**	**29.9**	**18.5**	**13.6**	**.1708**
Dallas	333,960	21,923	26.1	32.5	14.7	7.4	.0106
Polk	4,384,353	26,240	21.9	29.6	18.5	14.4	.1479
• Des Moines	2,546,273	23,210	24.3	29.5	16.1	11.3	.0909
Warren	434,159	27,315	20.9	32.2	21.4	11.3	.0123
SUBURBAN TOTAL	2,606,199	28,770	19.7	30.6	21.1	16.1	.0799

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DUBUQUE	**950,247**	**23,725**	**22.6**	**32.1**	**17.0**	**8.9**	**.0340**
Dubuque	950,247	23,725	22.6	32.1	17.0	8.9	.0340
• Dubuque	655,046	22,966	23.3	30.9	16.6	8.5	.0252
SUBURBAN TOTAL	295,201	25,179	21.2	34.6	18.0	9.7	.0088
IOWA CITY	**1,119,476**	**22,980**	**24.4**	**26.2**	**15.1**	**14.9**	**.0347**
Johnson	1,119,476	22,980	24.4	26.2	15.1	14.9	.0347
• Iowa City	642,671	20,498	25.6	23.6	13.0	14.5	.0215
SUBURBAN TOTAL	476,805	26,194	22.6	30.2	18.1	15.4	.0132
SIOUX CITY	**1,266,922**	**21,206**	**25.0**	**30.1**	**14.2**	**8.5**	**.0455**
Woodbury	1,084,470	20,984	25.1	29.2	14.3	8.7	.0397
• Sioux City	895,627	21,050	24.9	29.0	14.5	8.9	.0343
Dakota, Neb.	*182,452*	*22,194*	*24.4*	*35.3*	*13.8*	*7.3*	*.0058*
SUBURBAN TOTAL	371,295	21,500	25.1	32.8	13.6	7.6	.0112
WATERLOO - CEDAR FALLS	**1,923,407**	**26,392**	**20.8**	**30.6**	**19.2**	**13.0**	**.0621**
Black Hawk	1,641,852	26,741	20.4	30.5	19.6	13.4	.0536
• Cedar Falls	420,854	27,213	21.1	29.9	18.9	15.9	.0146
• Waterloo	913,444	25,406	21.5	29.4	19.0	12.1	.0308
Bremer	281,555	24,552	22.6	31.8	16.8	10.9	.0085
SUBURBAN TOTAL	589,109	27,200	19.4	33.2	19.4	12.5	.0167

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Adair	82,565	15,545	32.9	23.4	7.8	6.0	.0031
Adams	47,350	17,000	31.2	28.7	9.0	3.6	.0016
Allamakee	113,158	15,411	32.0	25.3	8.6	2.9	.0048
Appanoose	122,671	13,977	30.5	24.4	7.3	2.7	.0046
Audubon	63,674	14,592	38.3	22.3	4.3	5.3	.0025
Benton	239,044	20,755	25.2	31.7	13.6	6.5	.0075
Boone	301,297	22,655	25.5	28.8	16.8	9.9	.0094
Buchanan	220,202	20,362	26.7	29.9	13.5	7.3	.0073
Buena Vista	208,597	18,793	29.5	28.6	11.0	7.5	.0082
Butler	152,873	18,358	28.6	31.1	9.2	5.3	.0049
Calhoun	113,191	16,711	31.4	24.9	9.1	6.2	.0038
Carroll	219,219	19,183	30.9	30.1	10.9	6.8	.0091
Cass	165,188	17,412	30.9	27.4	9.7	5.7	.0067
Cedar	188,729	20,168	26.5	31.3	12.3	6.8	.0063
Cerro Gordo	581,501	22,025	25.3	30.9	14.4	9.2	.0216
Cherokee	150,047	17,447	30.9	26.2	9.7	7.6	.0056
Chickasaw	127,956	18,263	29.0	29.7	9.7	5.7	.0043
Clarke	71,784	15,202	31.2	25.2	7.6	4.1	.0032
Clay	208,154	19,131	30.0	27.6	11.6	8.7	.0079
Clayton	176,498	15,306	31.8	24.5	7.4	4.7	.0063
Clinton	615,984	23,700	23.2	32.9	18.1	7.8	.0216
Crawford	164,621	17,779	28.7	29.6	9.9	5.0	.0057
Davis	72,193	15,418	27.5	25.2	7.6	5.3	.0027
Decatur	73,795	14,651	29.4	24.6	7.9	3.8	.0028
Delaware	176,794	20,196	26.2	30.7	13.0	6.9	.0063
Des Moines	555,535	23,623	23.9	29.6	17.5	10.2	.0189
Dickinson	186,691	21,354	28.2	30.7	13.2	9.5	.0061
Emmet	119,676	18,197	28.7	31.0	9.4	5.3	.0043
Fayette	224,179	17,633	30.0	27.7	10.3	5.6	.0079
Floyd	174,143	18,329	29.2	28.7	11.8	4.7	.0064
Franklin	133,811	19,421	28.0	30.4	11.9	6.3	.0042
Fremont	95,413	18,651	28.4	26.9	11.8	7.6	.0034
Greene	119,485	18,202	28.3	28.0	10.5	7.0	.0042
Grundy	172,286	24,568	23.4	31.9	16.2	12.0	.0051
Guthrie	101,936	16,000	29.7	26.0	8.9	4.5	.0032
Hamilton	186,800	20,592	28.3	31.0	11.7	8.8	.0061
Hancock	142,810	19,109	30.4	31.6	9.9	6.4	.0041
Hardin	209,[illegible]42	18,897	28.6	30.5	10.3	6.4	.0082
Harrison	133,462	16,233	29.5	26.0	9.5	4.5	.0054
Henry	204,587	20,978	27.6	31.1	13.1	8.3	.0070
Howard	100,684	17,083	29.2	26.0	10.5	5.7	.0034
Humboldt	123,240	17,642	32.0	29.5	8.8	5.5	.0042
Ida	84,432	16,556	31.8	26.3	8.3	6.0	.0031
Iowa	162,832	21,477	26.1	34.3	12.3	7.2	.0056
Jackson	213,109	19,840	25.3	33.1	10.1	6.4	.0072
Jasper	403,475	22,389	25.1	32.8	15.7	7.7	.0133
Jefferson	184,493	19,929	26.9	28.8	11.9	9.2	.0063
Jones	198,057	21,228	25.0	30.3	16.1	6.3	.0065
Keokuk	121,399	17,933	30.1	26.4	10.4	6.8	.0039
Kossuth	193,702	17,674	30.7	28.1	9.9	6.0	.0070
Lee	491,099	22,355	24.8	29.5	15.9	10.0	.0159
Louisa	136,672	23,573	23.2	32.2	16.0	10.1	.0041
Lucas	99,654	16,847	28.6	25.2	12.0	5.0	.0038
Lyon	94,190	15,037	32.4	24.1	5.0	5.5	.0034
Madison	112,662	18,825	25.7	29.6	11.5	5.9	.0042
Mahaska	225,098	18,186	29.4	29.1	10.0	5.8	.0079
Marion	331,229	23,033	24.3	32.2	15.7	9.6	.0103
Marshall	517,794	24,925	23.0	31.2	18.2	11.1	.0165
Mills	141,370	22,407	26.4	32.5	15.1	8.6	.0045
Mitchell	110,095	16,242	31.1	24.0	9.5	7.2	.0037
Monona	95,970	15,507	32.8	23.9	7.6	4.2	.0039
Monroe	95,013	20,313	27.9	28.2	14.5	8.0	.0029
Montgomery	147,839	20,015	28.0	29.5	14.2	6.3	.0053
Muscatine	514,035	25,951	20.6	29.0	17.6	15.0	.0164
O'Brien	149,625	16,781	31.5	26.1	8.8	6.0	.0057
Osceola	72,528	16,376	32.7	25.4	9.2	5.4	.0024
Page	196,382	18,697	29.7	28.1	11.5	6.7	.0070
Palo Alto	114,739	17,479	31.4	26.5	10.9	5.7	.0041
Plymouth	229,674	18,118	30.8	28.7	8.5	7.6	.0083
Pocahontas	113,684	19,169	30.1	27.2	11.1	9.3	.0035
☐ Pottawattamie	993,036	23,282	24.0	30.1	17.0	10.1	.0364
• Council Bluffs	640,122	21,967	25.5	29.6	16.2	8.5	.0261
Poweshiek	207,923	21,806	25.4	31.1	15.1	8.2	.0079
Ringgold	45,756	12,424	29.3	19.6	6.1	4.1	.0018
Sac	118,658	15,889	36.1	26.4	5.9	5.3	.0041
Shelby	135,567	17,854	33.1	28.6	9.1	6.0	.0052
Sioux	267,118	18,509	32.8	30.8	8.4	5.7	.0094
Story	892,547	24,328	23.8	27.6	17.8	13.2	.0299
Ames	528,053	22,771	25.1	25.5	16.0	14.1	.0195
Tama	182,655	19,855	27.3	30.3	13.4	5.9	.0062
Taylor	61,786	13,488	33.0	20.6	7.0	3.2	.0022
Union	143,409	19,263	27.4	27.7	12.5	7.7	.0051
Van Buren	64,720	14,495	30.0	24.5	6.7	4.1	.0023
Wapello	412,683	18,943	27.7	28.4	12.8	6.4	.0143
Washington	214,633	19,417	29.0	27.5	12.5	8.6	.0072
Wayne	59,128	12,701	33.7	19.0	5.4	2.8	.0023
Webster	454,056	19,705	27.3	29.1	13.0	7.2	.0166
Winnebago	160,552	22,550	27.2	31.6	15.3	9.8	.0052
Winneshiek	212,088	18,710	29.8	26.6	11.4	8.8	.0077
Worth	95,573	19,990	30.8	30.0	12.4	7.6	.0029
Wright	214,066	24,147	22.6	28.5	16.4	14.7	.0065
TOTAL METRO COUNTIES	**15,592,600**	**25,325**	**22.2**	**30.1**	**18.4**	**12.4**	**.5203**
TOTAL STATE	**32,727,334**	**21,837**	**25.3**	**29.5**	**15.0**	**9.7**	**1.1137**

IOWA

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KANSAS

KANS. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KANSAS CITY	**1,525.0**	**.6268**	**32.3**	**10.6**	**18.3**	**20.2**	**24.9**	**574.1**	**11,010,066**	**2,052,007**	**975,965**	**1,515,617**	**451,563**	**2,889,180**	**314,565**
Johnson	317.1	.1304	32.1	9.2	20.3	22.6	21.5	119.4	2,659,455	456,881	204,980	383,094	163,285	673,980	61,479
• Olathe	50.8	.0209	27.8	11.9	25.3	19.0	12.8	17.4	359,557	81,941	23,949	36,078	13,072	118,415	6,824
Overland Park	93.7	.0385	32.9	8.8	19.4	24.2	21.8	35.6	1,147,890	131,874	80,181	260,748	73,738	307,975	25,201
Leavenworth	59.6	.0245	32.1	10.5	18.4	21.8	22.9	18.8	219,983	52,809	15,389	23,391	9,956	72,593	5,673
• Leavenworth	35.8	.0147	32.0	11.5	18.6	20.9	23.5	11.3	184,624	43,413	13,247	21,940	8,044	60,370	4,597
Miami	23.1	.0094	34.9	8.8	14.8	19.5	30.3	8.4	92,221	30,058	5,999	11,549	3,997	20,337	3,587
Wyandotte	174.1	.0716	31.5	11.7	16.7	17.3	26.8	64.9	828,905	203,027	69,835	111,709	23,469	192,013	34,996
• Kansas City	162.0	.0666	31.4	11.9	16.6	17.1	27.0	60.9	778,868	191,500	68,038	111,398	23,021	165,054	34,109
Cass, Mo.	*57.0*	*.0234*	*31.9*	*9.3*	*16.4*	*22.9*	*22.1*	*19.5*	*234,748*	*61,250*	*16,371*	*37,926*	*4,981*	*64,175*	*6,886*
Clay, Mo.	*147.9*	*.0608*	*31.7*	*11.5*	*19.1*	*21.7*	*22.0*	*55.2*	*1,306,993*	*243,729*	*87,166*	*228,336*	*41,723*	*374,418*	*36,104*
Jackson, Mo.	*639.1*	*.2627*	*32.7*	*11.2*	*18.2*	*18.9*	*26.9*	*249.5*	*5,309,932*	*913,037*	*534,312*	*685,661*	*195,289*	*1,425,988*	*152,915*
Independence	*115.4*	*.0474*	*33.0*	*10.9*	*17.6*	*20.1*	*26.4*	*44.2*	*927,232*	*171,126*	*81,974*	*129,250*	*33,386*	*301,848*	*25,234*
• Kansas City	*450.6*	*.1853*	*32.6*	*11.6*	*18.4*	*18.1*	*27.5*	*178.1*	*3,862,544*	*617,439*	*415,320*	*615,400*	*146,881*	*909,985*	*106,529*
Lafayette, Mo.	*31.4*	*.0129*	*36.4*	*8.9*	*14.2*	*19.4*	*32.6*	*11.5*	*114,292*	*29,433*	*10,030*	*11,413*	*3,090*	*34,354*	*3,140*
Platte, Mo.	*52.5*	*.0216*	*31.2*	*9.8*	*19.9*	*23.7*	*18.7*	*18.8*	*173,740*	*47,326*	*27,554*	*13,298*	*3,679*	*21,245*	*7,524*
Ray, Mo.	*23.2*	*.0095*	*34.5*	*8.5*	*15.0*	*21.7*	*27.5*	*8.1*	*69,797*	*14,457*	*4,329*	*9,240*	*2,094*	*10,077*	*2,261*
SUBURBAN TOTAL	825.8	.3393	32.7	9.6	18.2	22.1	23.8	306.4	5,824,473	1,117,714	455,411	730,801	260,545	1,635,356	162,506
LAWRENCE	**72.7**	**.0299**	**26.0**	**28.8**	**20.1**	**14.8**	**17.1**	**25.8**	**392,081**	**84,998**	**46,103**	**28,576**	**18,002**	**101,713**	**8,864**
Douglas	72.7	.0299	26.0	28.8	20.1	14.8	17.1	25.8	392,081	84,998	46,103	28,576	18,002	101,713	8,864
• Lawrence	56.8	.0234	24.8	33.3	21.1	13.1	14.9	20.4	378,528	79,996	45,134	28,556	17,594	100,875	8,653
SUBURBAN TOTAL	15.9	.0065	32.2	13.3	16.3	20.7	24.7	5.4	13,553	5,002	969	20	408	838	211
TOPEKA	**160.7**	**.0661**	**32.6**	**11.1**	**18.2**	**18.9**	**26.8**	**63.1**	**1,071,120**	**242,940**	**103,618**	**145,104**	**40,570**	**246,448**	**44,324**
Shawnee	160.7	.0661	32.6	11.1	18.2	18.9	26.8	63.1	1,071,120	242,940	103,618	145,104	40,570	246,448	44,324
• Topeka	119.9	.0493	33.1	12.2	18.2	16.8	29.6	49.5	992,584	213,183	96,357	133,372	38,759	241,232	43,210
SUBURBAN TOTAL	40.8	.0168	31.1	8.1	18.1	24.9	18.1	13.6	78,536	29,757	7,261	11,732	1,811	5,216	1,114
WICHITA	**469.6**	**.1930**	**31.4**	**12.2**	**18.6**	**18.6**	**24.7**	**180.0**	**2,932,315**	**575,932**	**259,618**	**425,497**	**147,767**	**756,160**	**65,994**
Butler	48.0	.0197	33.3	9.6	16.2	19.8	27.5	17.5	200,739	48,522	13,869	22,035	10,225	60,254	6,228
Harvey	31.7	.0130	33.8	11.7	16.1	17.9	30.1	11.5	146,258	39,889	11,579	11,784	4,230	25,308	2,548
Sedgwick	389.9	.1603	31.1	12.6	19.0	18.5	24.0	151.0	2,585,318	487,521	234,170	391,678	133,312	670,598	57,218
• Wichita	289.6	.1191	31.3	13.3	19.6	17.2	25.5	118.2	2,363,102	423,886	218,627	379,034	127,520	621,085	53,276
SUBURBAN TOTAL	180.0	.0739	31.7	10.5	16.7	20.9	23.6	61.8	569,213	152,046	40,991	46,463	20,247	135,075	12,718
OTHER COUNTIES															
Allen	15.9	.0066	36.0	9.7	14.0	16.6	34.5	6.3	70,990	18,338	7,687	9,033	1,646	10,278	1,629
Anderson	8.8	.0036	38.4	8.6	12.4	16.6	37.5	3.3	23,731	8,329	1,997	805	244	4,693	471
Atchison	18.2	.0075	33.2	13.0	13.4	17.1	30.5	6.5	68,424	20,434	4,793	11,724	2,362	8,611	2,830
Barber	6.9	.0028	39.6	8.2	13.8	17.5	38.0	2.9	46,893	9,116	2,281	1,832	1,077	16,363	1,895
Barton	32.8	.0135	33.5	11.1	15.8	17.9	29.6	12.7	271,460	56,877	16,118	35,658	18,823	74,642	7,291
Bourbon	15.9	.0065	38.0	9.6	14.1	16.0	37.4	6.6	85,891	17,825	8,743	10,269	2,856	24,071	3,493
Brown	12.0	.0050	38.6	8.4	13.2	15.0	38.9	4.8	46,227	10,577	1,644	8,874	685	12,344	994
Chase	3.2	.0013	41.5	7.5	13.2	16.0	41.4	1.3	7,673	2,272	1,080	121	67	421	479
Chautauqua	5.1	.0021	43.9	7.1	11.0	17.2	44.1	2.3	14,095	5,269	772	248	158	2,918	542
Cherokee	22.9	.0094	36.6	8.4	14.0	18.1	34.1	9.0	78,789	24,300	4,156	8,041	3,111	21,753	2,400
Cheyenne	3.5	.0015	42.9	6.9	12.8	16.6	41.8	1.5	23,018	5,850	1,295	194	525	7,412	431
Clark	2.6	.0010	43.8	5.4	11.9	18.2	42.7	1.0	12,711	4,731	672		1,246	1,518	548
Clay	9.6	.0040	39.5	7.8	13.6	16.5	38.6	3.8	50,941	14,771	2,331	4,767	2,849	11,600	1,392
Cloud	11.9	.0049	39.3	10.6	12.7	15.2	39.5	4.6	55,602	14,021	3,453	7,549	3,755	11,276	2,283
Coffey	10.0	.0041	35.6	8.9	15.1	16.7	34.0	3.7	34,607	6,701	2,615	2,665	1,280	9,309	1,319
Comanche	2.6	.0011	42.3	6.8	12.2	18.1	40.8	1.0	9,203	1,546	1,176		734	2,493	385
Cowley	38.1	.0156	35.0	10.3	15.2	17.8	32.2	14.5	184,129	46,907	15,704	22,875	8,164	40,321	9,066
Crawford	37.9	.0156	36.3	13.3	13.9	15.6	35.9	15.6	174,205	50,523	16,965	26,091	6,837	33,037	5,605
Decatur	4.4	.0018	41.7	8.3	11.8	16.4	40.5	1.8	27,227	5,221	1,251	972	818	10,797	921
Dickinson	20.1	.0083	38.4	8.1	12.9	18.7	35.8	8.0	89,443	21,952	6,551	7,709	2,122	18,555	3,332
Doniphan	9.4	.0038	34.1	10.6	14.7	15.9	32.8	3.4	27,860	7,534	1,569	540	386	944	764
Edwards	4.2	.0018	40.0	8.1	13.2	17.4	38.8	1.7	12,447	5,281	618	112	235	2,139	286
Elk	3.8	.0015	46.1	6.3	10.5	16.6	46.2	1.6	9,862	2,344	899		177	1,431	252
Ellis	27.9	.0115	28.4	19.1	17.7	15.5	22.8	10.5	290,994	60,690	24,964	24,228	15,734	85,599	8,143

The midwest test market

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KANS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Ellsworth	6.8	.0028	40.8	7.4	13.0	16.0	40.4	2.9	27,378	7,868	1,566	836	471	6,479	1,684
Finney	29.5	.0121	28.4	12.2	19.1	17.4	20.0	10.3	258,110	59,345	14,046	26,989	12,262	84,382	1,080
Ford	26.5	.0109	31.5	12.6	16.3	17.7	26.5	9.8	252,132	45,416	19,502	38,493	15,377	78,146	7,624
Franklin	22.5	.0093	35.0	11.2	13.9	18.5	31.6	8.5	86,143	25,212	9,188	12,434	2,269	14,565	2,623
Geary	31.0	.0127	25.9	20.9	17.8	16.8	17.0	10.6	218,808	45,664	30,547	33,732	17,515	52,532	3,111
Gove	3.7	.0015	34.3	8.8	14.2	17.2	31.8	1.4	12,865	2,211	592		685	6,746	560
Graham	3.9	.0016	38.0	8.5	12.2	19.3	34.7	1.5	26,119	5,535	1,016	458		12,511	463
Grant	7.3	.0030	29.5	10.4	18.0	20.6	19.5	2.6	44,714	9,942	2,449	4,000	1,307	17,300	1,433
Gray	5.4	.0023	31.8	10.1	17.0	18.5	26.0	1.9	12,777	3,555	638		227	3,506	899
Greeley	1.8	.0007	34.0	10.4	14.0	18.1	30.5	.7	7,387	2,614	223			2,150	448
Greenwood	8.4	.0035	42.7	6.7	12.0	16.7	42.2	3.5	37,724	10,377	3,002	660	968	9,948	1,891
Hamilton	2.4	.0009	38.9	7.3	13.3	18.7	36.3	1.1	8,703	152	761	791	354	1,553	188
Harper	7.6	.0032	42.1	6.8	12.6	17.5	41.1	3.2	48,501	10,356	2,782	3,983	2,025	19,604	1,104
Haskell	3.9	.0016	30.4	9.6	17.7	19.8	22.0	1.4	9,542	4,788	342			612	592
Hodgeman	2.2	.0009	38.8	8.7	12.9	17.9	36.7	.9	3,469	280	195		181	1,639	
Jackson	12.0	.0049	34.8	7.7	14.9	19.2	30.5	4.4	28,445	7,296	2,456	5,232	683	5,507	541
Jefferson	16.7	.0069	34.8	7.6	15.8	20.4	29.3	5.7	28,405	10,297	1,354	442	1,599	3,324	911
Jewell	4.8	.0020	41.9	7.5	12.3	16.6	40.8	2.0	10,601	3,983	1,350	609	794	307	368
Kearny	3.7	.0015	30.4	10.0	15.9	18.3	24.4	1.2	8,962	4,494	63		716	1,536	419
Kingman	9.0	.0037	37.2	8.9	13.7	17.3	35.4	3.4	30,652	8,152	2,356	677	1,154	7,409	1,569
Kiowa	3.9	.0016	37.7	9.5	14.3	16.5	36.5	1.5	19,418	6,478	1,402	729	589	3,882	848
Labette	25.5	.0105	34.8	9.2	15.0	16.8	32.9	9.8	138,420	30,129	9,031	16,762	4,902	44,191	4,164
Lane	2.5	.0010	37.1	7.4	14.1	19.3	33.6	1.0	4,785	2,291	443		232	1,010	104
Lincoln	3.9	.0016	45.4	6.4	12.5	14.9	45.3	1.6	11,039	2,369	344	260	616	3,428	550
Linn	8.6	.0035	39.9	6.6	13.5	17.2	38.8	3.4	26,626	9,243	1,771	223	497	7,799	1,055
Logan	3.4	.0014	36.5	8.8	14.0	17.2	34.6	1.4	44,069	8,391	2,962	1,086	887	19,223	345
Lyon	36.9	.0152	29.1	18.5	19.5	14.9	23.5	14.0	254,817	62,278	22,058	31,296	9,832	58,925	7,688
McPherson	27.8	.0114	34.3	12.7	15.4	17.1	31.7	10.4	134,213	30,822	15,505	7,753	4,743	53,272	1,580
Marion	13.4	.0056	41.2	9.7	12.4	16.0	40.9	5.2	52,827	9,446	2,470	2,883	3,351	20,905	1,353
Marshall	12.8	.0052	41.1	8.7	12.2	16.6	40.3	5.2	71,822	17,782	3,736	8,893	6,842	20,525	2,116
Meade	4.7	.0020	36.6	9.7	13.6	17.8	34.1	1.8	23,624	5,529	2,543	217	314	9,889	136
Mitchell	8.2	.0034	36.4	9.3	14.4	15.2	36.4	3.4	59,430	12,874	3,385	4,819	1,747	17,566	1,051
Montgomery	42.7	.0176	36.0	9.4	14.5	17.4	33.9	16.6	244,213	49,928	16,468	30,232	11,074	55,659	5,983
Morris	6.3	.0026	41.5	7.6	11.8	17.4	40.6	2.6	25,152	5,621	1,398	472	1,032	7,804	375
Morton	3.4	.0014	31.5	10.2	16.3	20.1	24.2	1.2	20,612	6,004	964	908	265	6,881	162
Nemaha	11.1	.0045	37.0	8.9	12.4	15.8	36.4	4.2	61,571	15,520	4,315	1,888	2,167	22,270	1,908
Neosho	19.1	.0079	35.9	9.3	14.3	17.5	33.7	7.2	101,200	16,727	5,871	8,183	8,985	33,840	2,371
Ness	4.4	.0018	39.2	9.2	13.0	16.8	38.1	1.8	27,029	6,411	560	497	301	11,127	353
Norton	6.4	.0026	40.1	7.2	14.2	17.9	38.7	2.7	43,856	9,798	1,731	3,060	1,881	14,883	1,246
Osage	16.1	.0066	35.5	8.7	14.9	18.8	31.8	5.9	52,957	13,127	3,325	886	2,530	17,563	1,399
Osborne	5.8	.0024	43.3	7.5	11.4	15.5	43.2	2.3	32,702	10,709	1,560	1,020	2,911	3,774	1,156
Ottawa	5.9	.0025	39.9	7.4	12.6	18.7	37.9	2.3	25,701	5,509	875	337	234	12,627	1,091
Pawnee	7.8	.0032	37.2	8.3	15.8	18.5	34.4	3.1	40,809	11,056	2,739	4,034	1,343	13,160	1,594
Phillips	7.2	.0029	39.9	6.8	13.5	17.8	38.2	2.9	39,286	9,261	1,680	2,998	4,516	10,136	884
Pottawatomie	16.0	.0066	32.7	10.4	17.3	17.5	28.6	5.9	47,520	12,151	3,901	3,083	1,518	12,169	1,358
Pratt	10.7	.0044	36.7	11.0	14.6	17.3	34.6	4.3	101,728	17,589	9,821	10,317	2,803	34,649	2,915
Rawlins	3.9	.0016	38.2	7.7	13.7	17.4	36.5	1.5	11,424	3,925	293	483	412	3,261	225
Reno	67.1	.0276	33.1	11.6	16.9	18.0	28.8	25.9	378,150	77,911	34.881	35,413	28,758	114,838	12,363
Hutchinson	41.9	.0172	32.6	13.4	17.4	16.4	29.4	16.7	331,921	72,273	29,778	33,209	24,543	97,618	12,166
Republic	7.0	.0029	44.1	7.4	11.8	16.4	43.7	2.9	34,862	8,836	1,563	807	2,080	9,978	2,619
Rice	11.8	.0048	38.1	10.4	12.6	17.9	36.0	4.7	44,037	12,699	3,183	912	1,363	12,046	2,094
Riley	64.9	.0267	24.0	33.7	20.5	11.9	12.8	20.6	306,149	62,055	33,283	41,695	15,119	74,215	6,464
Rooks	6.7	.0028	37.9	8.6	12.8	15.9	37.2	2.6	45,830	12,243	2,168	1,178	1,844	6,413	1,193
Rush	4.4	.0018	43.6	7.1	12.1	16.7	42.5	1.7	11,796	3,891	1,122	555	209	570	250
Russell	8.9	.0036	39.8	8.1	13.9	17.2	38.4	3.5	64,163	13,797	4,280	2,924	2,470	18,961	2,429
Saline	50.9	.0210	32.1	12.4	17.5	18.5	26.4	19.9	403,375	81,209	28,842	41,767	23,944	121,785	9,410
Salina	43.4	.0178	31.8	13.1	17.8	18.1	26.1	17.2	391,426	80,319	26,629	41,427	22,151	120,676	9,330
Scott	5.9	.0024	32.4	8.5	17.2	18.2	27.4	2.2	44,722	11,996	2,810	1,919	2,413	12,546	199

WICHITA is KANSAS

Wichita is Kansas' center for shopping, business, finance and industry. It is consistently one of the nation's top markets where it counts--**purchasing power.** Among the nation's 317 MSAs, the two-county Wichita MSA* ranks an impressive **33rd** in median household income **($28,884)** and **16th** in per capita income **($14,573)**. This tremendous buying power extends to the 66-county ADI where effective buying income is **$13.7 billion!**

Cost-effectively tap this statewide market with The Wichita Eagle-Beacon. With five daily insertions reach **415,300 (52%)** ADI adults and **276,900 (83%)** in the three-county MSA. With four Sunday insertions readership soars to **490,900 (61%)** ADI adults and **305,200 (91%)** in the three-county MSA. The Eagle-Beacon is the dominant medium for reaching the fertile Kansas market.

Sources: 1986 S&MM Data Service and Simmons' 1987 National Study of Local Newspaper Ratings

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*On October 17, 1986, a third county was added by Congress to the Wichita MSA, to more clearly reflect the strength of this market.

KANS. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Seward	18.3	.0075	29.4	13.0	17.9	18.3	21.6	6.8	204,268	34,194	14,717	22,153	13,104	60,671	2,454
Sheridan	3.4	.0014	34.8	8.4	13.2	17.7	31.9	1.3	13,101	3,792	952	1,103	363	2,918	349
Sherman	7.5	.0031	33.5	10.2	15.4	19.0	28.7	2.9	71,896	7,632	4,896	9,593	3,699	29,464	2,106
Smith	5.6	.0023	44.0	7.1	11.3	17.1	43.4	2.3	29,061	7,020	1,321	2,431	1,309	6,807	805
Stafford	5.7	.0023	43.2	7.0	11.8	16.6	43.0	2.4	27,530	7,168	1,244	401	498	8,421	412
Stanton	2.3	.0010	31.6	9.8	15.4	22.0	22.7	.8	6,656	3,308	56			1,075	118
Stevens	5.1	.0021	32.1	9.7	15.8	18.1	27.4	1.7	19,434	7,286	1,442	339	939	1,999	1,130
Sumner	25.9	.0106	36.2	8.8	14.3	18.0	33.6	9.8	103,469	40,545	6,085	10,557	3,994	15,501	8,017
Thomas	9.1	.0038	30.7	14.2	15.8	17.1	26.1	3.2	70,253	14,065	6,779	5,086	3,536	24,631	1,266
Trego	4.7	.0019	37.9	8.3	13.6	15.7	37.3	1.8	23,886	6,313	1,357	636	553	5,559	805
Wabaunsee	7.1	.0029	37.9	7.5	13.4	18.6	35.3	2.5	17,424	3,676	2,770	459	433	397	205
Wallace	2.0	.0008	33.7	8.6	16.2	17.2	30.8	.7	6,955	1,603	83	147		3,001	111
Washington	7.8	.0032	42.2	7.1	11.3	15.6	42.0	3.1	27,714	7,267	2,118	323	2,071	2,849	1,809
Wichita	2.8	.0012	31.2	9.4	15.8	18.7	25.3	1.0	13,377	5,930	480	75		4,676	185
Wilson	12.3	.0050	38.3	7.8	13.6	16.5	37.4	4.8	32,273	7,394	1,733	1,410	982	8,029	2,087
Woodson	4.6	.0019	43.3	8.1	12.5	15.6	43.3	1.8	11,918	3,823	1,420	188	420	2,132	
TOTAL METRO COUNTIES	**1,276.9**	**.5249**	**31.5**	**12.1**	**18.8**	**19.4**	**24.0**	**480.4**	**8,196,080**	**1,646,645**	**705,542**	**1,128,920**	**407,046**	**2,063,244**	**224,917**
TOTAL STATE	**2,483.9**	**1.0213**	**32.5**	**12.0**	**17.1**	**18.2**	**27.4**	**939.9**	**14,803,088**	**3,172,212**	**1,210,043**	**1,767,953**	**728,149**	**3,875,425**	**412,066**

KANS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
KANSAS CITY	**20,876,260**	**28,349**	**19.7**	**27.0**	**19.6**	**18.8**	**.6990**
Johnson	5,757,149	37,499	13.9	25.2	22.4	31.5	.1766
• Olathe	719,542	33,579	16.4	28.4	25.1	22.1	.0236
Overland Park	1,732,047	39,548	12.5	24.7	24.0	33.3	.0601
Leavenworth	670,259	27,177	20.6	28.7	21.1	13.4	.0205
• Leavenworth	396,653	25,056	22.3	28.0	19.6	12.0	.0133
Miami	257,215	22,791	24.8	28.3	16.9	10.7	.0081
Wyandotte	2,043,179	24,160	21.6	27.2	17.7	13.3	.0655
• Kansas City	1,894,234	23,793	21.9	27.1	17.5	12.9	.0609
Cass, Mo.	*623,734*	*26,198*	*21.2*	*29.5*	*19.1*	*13.6*	*.0198*
Clay, Mo.	*2,023,230*	*30,793*	*18.1*	*29.4*	*23.5*	*17.9*	*.0726*
Jackson, Mo.	*8,366,727*	*25,847*	*21.6*	*26.4*	*18.0*	*16.7*	*.3008*
Independence	*1,546,823*	*29,557*	*19.3*	*27.4*	*23.0*	*16.7*	*.0543*
• Kansas City	*5,756,904*	*24,002*	*22.6*	*26.1*	*16.4*	*15.6*	*.2121*
Lafayette, Mo.	*320,640*	*21,574*	*24.9*	*29.3*	*15.1*	*9.0*	*.0102*
Platte, Mo.	*598,930*	*26,920*	*20.7*	*33.3*	*20.8*	*11.3*	*.0180*
Ray, Mo.	*215,197*	*21,087*	*25.2*	*30.0*	*15.4*	*7.1*	*.0069*
SUBURBAN TOTAL	12,108,927	31,346	17.8	27.5	21.4	21.8	.3891
LAWRENCE	**868,990**	**22,396**	**24.3**	**24.7**	**14.9**	**15.1**	**.0285**
Douglas	868,990	22,396	24.3	24.7	14.9	15.1	.0285
• Lawrence	671,486	20,852	25.1	24.0	13.2	14.5	.0236
SUBURBAN TOTAL	197,504	28,884	20.7	27.4	21.3	17.5	.0049
TOPEKA	**2,362,663**	**28,330**	**20.7**	**27.9**	**19.0**	**19.1**	**.0747**
Shawnee	2,362,663	28,330	20.7	27.9	19.0	19.1	.0747
• Topeka	1,753,934	25,809	22.8	28.5	16.9	16.6	.0594
SUBURBAN TOTAL	608,729	37,233	13.0	25.9	26.4	28.0	.0153
WICHITA	**6,904,659**	**28,845**	**19.3**	**27.9**	**19.1**	**19.9**	**.2141**
Butler	547,087	24,570	22.7	30.4	18.7	10.7	.0173
Harvey	365,919	24,155	23.7	32.1	16.9	10.7	.0118
Sedgwick	5,991,653	29,907	18.5	27.4	19.4	21.6	.1850
• Wichita	4,483,562	28,206	19.7	27.9	18.4	19.8	.1470
SUBURBAN TOTAL	2,421,097	29,989	18.2	28.3	20.6	20.1	.0671
OTHER COUNTIES							
Allen	171,158	19,209	26.8	27.8	11.6	8.6	.0057
Anderson	89,674	18,979	28.9	25.5	12.3	9.4	.0027
Atchison	179,136	19,563	26.2	28.2	13.0	7.8	.0059
Barber	84,032	20,159	25.8	28.1	12.1	10.1	.0029
Barton	407,480	23,703	23.7	30.1	16.2	12.3	.0151
Bourbon	166,341	17,273	[illegible]	25.5	10.9	7.3	.0058
Brown	122,912	18,075	[illegible]	26.7	10.5	7.5	.0040
Chase	32,282	18,407	23.9	29.5	11.0	6.2	.0008
Chautauqua	65,392	18,915	27.7	25.4	11.7	10.3	.0018
Cherokee	209,846	16,710	27.7	26.6	9.7	5.7	.0070
Cheyenne	42,127	19,973	26.1	27.8	10.4	11.7	.0015
Clark	26,235	18,643	28.3	27.7	11.4	7.7	.0009
Clay	91,601	17,275	30.4	27.3	9.4	5.9	.0034
Cloud	112,619	17,311	30.8	26.1	9.4	6.8	.0040
Coffey	138,635	26,397	21.7	23.6	16.7	21.6	.0038
Comanche	24,675	17,687	34.1	28.1	7.9	6.5	.0008
Cowley	428,982	21,172	25.9	28.4	14.9	9.3	.0141
Crawford	394,269	16,983	27.3	24.4	11.7	7.3	.0133

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Decatur	42,750	16,621	32.2	25.6	8.4	6.6	.0016
Dickinson	222,504	20,037	27.6	27.8	13.5	8.8	.0072
Doniphan	80,508	17,943	28.0	29.6	9.8	5.3	.0027
Edwards	36,001	15,280	32.3	24.7	7.3	4.0	.0012
Elk	37,400	16,021	31.1	22.1	10.9	6.1	.0012
Ellis	355,531	24,690	23.9	28.4	17.5	13.4	.0141
Ellsworth	70,226	17,910	28.7	27.2	10.7	5.9	.0024
Finney	337,824	24,061	26.4	30.7	16.7	11.8	.0134
Ford	320,371	24,590	22.1	29.5	17.4	12.7	.0126
Franklin	269,640	22,164	27.4	26.7	16.3	12.0	.0080
Geary	291,090	17,654	33.8	25.3	11.4	6.5	.0120
Gove	31,815	15,976	31.8	25.1	7.0	6.4	.0011
Graham	45,153	20,111	26.0	25.0	14.2	11.1	.0016
Grant	84,981	25,125	20.9	37.9	14.3	12.8	.0029
Gray	62,120	24,860	23.9	32.2	18.1	11.2	.0017
Greeley	15,793	16,778	31.5	26.3	8.4	6.0	.0007
Greenwood	84,033	16,804	29.6	24.4	11.4	5.8	.0029
Hamilton	31,338	20,542	29.2	26.0	15.5	9.7	.0008
Harper	74,123	16,849	29.5	26.4	10.4	4.7	.0028
Haskell	41,956	23,088	26.4	33.0	15.8	8.7	.0012
Hodgeman	19,662	16,357	33.9	26.2	8.6	3.7	.0005
Jackson	120,946	21,570	25.1	30.4	16.0	6.9	.0036
Jefferson	174,655	24,219	22.5	29.0	19.2	10.2	.0050
Jewell	41,922	14,955	29.8	23.2	7.5	5.3	.0013
Kearny	39,122	24,567	23.9	32.7	16.3	12.3	.0012
Kingman	92,294	19,793	27.3	27.5	14.1	7.8	.0029
Kiowa	43,298	20,429	26.2	28.0	13.8	9.3	.0014
Labette	287,630	21,753	24.6	27.2	16.1	10.5	.0098
Lane	26,670	19,154	29.8	27.8	12.3	7.7	.0007
Lincoln	33,056	14,810	35.2	23.7	6.4	3.4	.0012
Linn	80,356	16,167	29.2	23.9	10.2	6.0	.0025
Logan	33,620	18,000	30.2	28.1	10.9	5.5	.0018
Lyon	439,795	23,066	23.6	27.8	16.8	11.9	.0156
McPherson	354,596	25,430	22.7	30.6	17.6	14.0	.0109
Marion	134,780	18,630	29.1	29.0	10.6	6.8	.0045
Marshall	134,742	17,913	29.7	24.3	11.8	8.2	.004[illegible]
Meade	46,533	19,500	29.9	29.2	12.4	6.9	.0017
Mitchell	75,125	16,065	32.8	25.9	7.1	4.9	.0031
Montgomery	487,586	20,857	26.1	27.5	14.7	9.8	.0168
Morris	66,874	17,948	28.8	25.4	11.3	7.7	.0021
Morton	38,848	24,360	23.1	28.7	16.4	13.6	.0013
Nemaha	103,580	16,832	29.6	24.5	9.9	7.1	.0040
Neosho	207,023	20,556	27.2	28.5	12.8	9.9	.0070
Ness	50,703	19,659	26.7	27.6	12.2	9.4	.0018
Norton	71,452	17,431	28.9	25.7	10.7	7.3	.0026
Osage	171,845	22,039	24.4	29.3	16.0	9.3	.0052
Osborne	49,633	15,333	33.8	25.0	6.3	4.4	.0020
Ottawa	59,871	18,908	27.9	28.1	11.0	8.0	.0020
Pawnee	98,693	22,462	26.1	28.6	15.3	12.8	.0032
Phillips	71,898	18,107	27.7	25.4	12.1	7.3	.0025
Pottawatomie	173,816	22,650	24.9	30.5	16.7	9.2	.0053

KANS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Pratt	130,201	22,604	24.8	29.4	15.6	10.8	.0051
Rawlins	35,168	16,340	32.9	23.5	8.9	6.9	.0012
Reno	794,011	22,701	25.1	30.0	16.9	10.5	.0265
Hutchinson	501,635	21,847	26.5	29.4	14.6	10.5	.0186
Republic	72,732	16,559	32.0	23.5	9.5	6.9	.0025
Rice	146,890	23,131	22.8	30.6	14.6	11.6	.0043
Riley	658,626	18,109	32.3	24.3	12.1	8.7	.0226
Rooks	66,642	18,671	30.1	28.5	10.8	7.0	.0026
Rush	40,619	17,902	28.8	28.6	10.1	5.5	.0013
Russell	117,366	22,274	25.2	25.6	15.4	14.1	.0040
Saline	606,231	22,392	26.3	30.2	15.8	9.7	.0225
Salina	516,636	21,881	27.0	29.5	15.5	9.5	.0202
Scott	63,673	20,639	27.4	29.5	13.7	8.6	.0025
Seward	219,558	24,311	24.9	30.4	18.0	10.7	.0094
Sheridan	29,278	16,061	34.7	23.0	9.0	5.2	.0009
Sherman	74,081	18,065	33.7	28.5	9.7	6.1	.0034
Smith	40,526	12,596	34.5	19.7	5.1	2.1	.0017
Stafford	66,523	20,274	27.6	29.6	13.9	7.2	.0021
Stanton	22,593	19,571	31.4	27.4	11.3	9.9	.0008
Stevens	58,117	26,000	22.7	30.2	17.4	14.9	.0018
Sumner	289,173	22,732	24.8	29.4	17.3	9.1	.0090
Thomas	92,501	20,616	26.0	28.3	12.9	10.2	.0038
Trego	45,167	18,077	30.6	28.7	8.9	6.9	.0016
Wabaunsee	66,320	19,603	29.9	30.7	12.6	5.7	.0019
Wallace	12,864	13,900	35.2	20.9	4.6	3.7	.0007
Washington	54,652	12,125	33.9	18.4	3.9	2.8	.0020
Wichita	27,953	20,667	27.7	27.9	13.9	9.6	.0010
Wilson	121,060	18,496	29.2	27.7	11.8	6.3	.0038
Woodson	40,478	15,426	31.9	23.5	9.5	4.6	.0012
TOTAL METRO COUNTIES	**18,864,114**	**29,714**	**18.8**	**27.0**	**19.6**	**21.1**	**.5880**
TOTAL STATE	**32,010,294**	**24,603**	**22.9**	**27.3**	**16.7**	**15.3**	**1.0420**

KENTUCKY

KY.
S&MM ESTIMATES

POPULATION—12/31/86 | **RETAIL SALES BY STORE GROUP 1986**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**158.9**	**.0654**	**27.6**	**18.0**	**18.6**	**17.6**	**18.7**	**52.0**	**772,113**	**143,469**	**68,857**	**110,711**	**30,188**	**235,973**	**28,295**
Christian	67.5	.0278	26.9	18.8	18.0	16.2	19.4	20.5	295,833	54,792	22,529	28,653	11,346	89,753	13,099
• Hopkinsville	27.6	.0113	33.2	9.8	16.1	19.4	27.7	10.2	225,824	44,802	16,417	19,890	8,813	69,576	11,196
Montgomery, Tenn.	91.4	.0376	28.1	17.4	19.1	18.6	18.2	31.5	476,280	88,677	46,328	82,039	18,842	146,220	15,196
• Clarksville	71.1	.0292	26.8	20.4	19.4	17.7	16.3	24.5	469,897	87,609	44,922	81,273	18,755	144,985	14,826
SUBURBAN TOTAL	60.2	.0249	26.5	18.9	18.8	16.6	17.5	17.3	76,392	11,058	7,518	10,548	2,620	21,412	2,273
HUNTINGTON - ASHLAND	**338.1**	**.1390**	**33.0**	**10.6**	**16.3**	**19.7**	**27.0**	**125.2**	**1,844,282**	**373,491**	**154,548**	**354,581**	**79,026**	**372,610**	**66,172**
Boyd	54.9	.0226	33.8	10.0	16.7	20.3	27.8	20.5	353,414	77,290	31,274	62,439	11,711	67,187	18,314
• Ashland	26.3	.0108	37.9	9.7	14.2	18.8	34.9	10.7	283,189	49,402	27,546	60,039	10,589	59,840	17,318
Carter	26.4	.0108	30.7	11.1	16.1	19.1	23.9	8.9	87,565	26,159	5,743	8,504	8,196	13,689	3,720
Greenup	40.0	.0164	31.8	9.5	16.8	21.6	23.0	13.5	84,499	31,892	5,306	4,331	3,378	17,387	2,920
Lawrence, Ohio	64.3	.0265	32.6	9.5	16.0	19.9	26.3	23.4	172,785	51,148	14,053	14,678	10,526	27,832	12,871
Cabell, W. Va.	105.7	.0435	34.0	12.1	16.1	18.5	29.9	42.1	1,006,701	156,014	88,708	236,455	42,067	219,924	26,569
• Huntington	60.8	.0250	36.4	13.6	14.7	16.3	35.3	25.9	673,514	123,412	71,552	79,045	34,273	168,061	22,358
Wayne, W. Va.	46.8	.0192	32.3	10.0	16.2	20.5	25.2	16.8	139,318	30,988	9,464	28,174	3,148	26,591	1,778
SUBURBAN TOTAL	251.0	.1032	31.9	9.9	16.8	20.7	24.1	88.6	887,579	200,677	55,450	215,497	34,164	144,709	26,496
LEXINGTON-FAYETTE	**333.4**	**.1371**	**30.5**	**13.9**	**20.0**	**19.2**	**21.9**	**125.2**	**2,208,744**	**406,069**	**254,173**	**329,748**	**118,770**	**505,098**	**72,324**
Bourbon	18.8	.0077	33.7	9.1	16.2	20.0	27.9	7.0	76,929	23,462	6,111	2,558	2,024	18,077	5,510
Clark	29.7	.0122	31.9	9.5	18.0	20.2	24.2	10.8	145,254	37,621	11,917	17,402	4,075	40,173	4,769
Fayette	213.0	.0876	30.2	15.6	20.9	18.7	21.3	82.9	1,719,992	271,237	214,133	293,381	106,592	385,975	50,659
• Lexington-Fayette	213.0	.0876	30.2	15.6	20.9	18.7	21.3	82.9	1,719,992	271,237	214,133	293,381	106,592	385,975	50,659
Jessamine	29.9	.0123	29.1	13.4	20.3	19.0	19.0	10.0	121,996	27,938	10,285	8,133	2,826	38,089	3,627
Scott	23.2	.0096	31.0	12.4	16.8	19.8	23.5	8.0	62,750	21,228	6,774	3,915	2,041	8,958	3,981
Woodford	18.8	.0077	32.0	9.6	17.3	22.0	22.9	6.5	81,823	24,583	4,953	4,359	1,212	13,826	3,778
SUBURBAN TOTAL	120.4	.0495	31.2	11.0	18.0	20.0	23.2	42.3	488,752	134,832	40,040	36,367	12,178	119,123	21,665
LOUISVILLE	**970.5**	**.3988**	**31.9**	**10.9**	**18.1**	**19.5**	**25.0**	**357.1**	**5,849,128**	**1,151,863**	**632,818**	**826,362**	**295,057**	**1,262,686**	**256,652**
Bullitt	48.8	.0200	28.1	9.8	19.0	21.9	15.0	15.0	100,843	47,235	8,570	2,343	3,764	14,951	1,158
Jefferson	679.3	.2793	32.4	11.2	18.1	18.9	26.4	258.1	4,593,614	866,383	521,614	670,792	244,454	994,035	210,227
• Louisville	287.4	.1182	34.1	11.7	16.7	16.1	32.4	117.3	1,877,938	457,736	269,341	116,869	113,935	315,333	117,311
Oldham	33.2	.0136	29.9	10.2	21.7	23.9	15.0	9.9	81,703	22,888	4,190	3,896	3,978	25,329	3,534
Shelby	24.9	.0102	33.5	9.8	16.5	20.8	26.7	8.6	89,681	24,489	8,206	5,975	1,728	25,105	3,606
Clark, Ind.	91.2	.0375	31.0	10.5	18.8	19.9	22.6	32.8	627,678	100,078	49,477	114,757	16,430	143,632	18,965
Floyd, Ind.	63.2	.0259	32.4	10.1	17.3	19.9	25.6	22.6	266,162	64,674	33,024	22,130	19,967	43,234	15,490
• New Albany	37.9	.0156	33.8	10.5	16.9	17.4	30.5	14.6	239,227	54,757	30,165	21,843	18,021	42,402	12,185
Harrison, Ind.	29.9	.0123	31.4	10.0	17.0	20.1	23.7	10.1	89,447	26,116	7,737	6,469	4,736	16,400	3,672
SUBURBAN TOTAL	645.2	.2650	31.0	10.5	18.9	21.1	21.3	225.2	3,731,963	639,370	333,312	687,650	163,101	904,951	127,156
OWENSBORO	**88.0**	**.0361**	**31.7**	**11.0**	**16.8**	**19.3**	**25.2**	**32.5**	**604,204**	**121,348**	**66,667**	**89,712**	**28,828**	**122,504**	**27,150**
Daviess	88.0	.0361	31.7	11.0	16.8	19.3	25.2	32.5	604,204	121,348	66,667	89,712	28,828	122,504	27,150
• Owensboro	56.0	.0230	32.5	11.5	16.6	18.6	27.2	21.7	525,502	107,191	56,820	76,388	27,269	104,318	25,360
SUBURBAN TOTAL	32.0	.0131	30.4	10.3	16.7	20.6	21.7	10.8	78,702	14,157	9,847	13,324	1,559	18,186	1,790
OTHER COUNTIES															
Adair	16.1	.0066	36.0	9.3	13.7	19.6	31.9	5.7	36,045	9,052	3,112	1,288	1,333	7,330	1,439
Allen	15.0	.0062	36.3	9.0	14.2	19.8	32.1	5.7	56,801	14,713	2,636	1,945	1,014	19,865	3,488
Anderson	13.9	.0057	32.4	9.3	17.4	20.0	25.5	4.8	41,805	13,398	1,735	1,058	843	7,558	2,025
Ballard	8.3	.0034	36.4	8.4	14.7	19.0	33.0	3.2	29,124	7,892	1,544	195	443	11,356	808
Barren	34.4	.0142	34.5	9.5	15.8	19.7	29.4	12.9	165,252	39,055	16,126	23,464	7,998	27,873	7,848
Bath	10.0	.0041	33.4	9.7	15.4	19.0	28.5	3.6	14,951	5,400	735	531	882	2,456	1,170
Bell	34.1	.0140	31.4	9.9	16.4	18.3	25.8	11.9	169,412	40,619	13,525	20,534	8,430	32,451	6,346
☐ Boone	51.3	.0211	29.7	10.3	19.2	21.2	18.7	17.4	502,241	75,124	55,958	113,806	13,293	92,477	17,306

KY. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Boyle	25.6	.0105	32.8	11.0	16.0	19.2	27.3	9.5	180,414	37,952	12,668	31,590	6,283	47,118	6,817
Bracken	7.7	.0032	34.9	9.0	14.0	18.6	31.3	2.7	12,568	5,613	423	209	258	2,467	190
Breathitt	16.9	.0069	28.6	11.6	16.6	17.6	21.7	5.4	53,527	10,972	3,036	7,528	2,705	13,516	1,871
Breckinridge	16.8	.0070	33.3	9.4	15.6	18.2	29.1	6.1	54,144	26,755	2,908	2,327	1,862	8,349	2,102
Butler	12.0	.0050	33.5	9.9	15.2	18.9	28.8	4.1	19,551	7,293	652	620	303	3,625	1,397
Caldwell	12.8	.0052	37.7	8.7	14.5	18.7	34.9	4.9	60,070	13,807	3,952	8,714	3,442	12,400	2,130
Calloway	32.1	.0132	32.5	19.2	14.6	17.3	29.0	11.9	265,202	32,808	18,746	16,226	12,251	13[illegible],027	8,366
☐ Campbell	81.8	.0336	32.1	11.3	15.7	17.9	27.6	29.0	350,385	92,451	39,253	28,412	16,013	59,756	25,920
Carlisle	5.3	.0022	37.8	8.6	13.2	19.1	34.7	2.0	14,737	3,349	256	513	122	4,602	126
Carroll	9.6	.0040	33.9	9.9	15.2	19.6	28.6	3.5	52,121	19,977	3,343	1,223	810	10,697	3,228
Casey	15.1	.0062	33.3	9.2	15.2	18.5	28.9	5.7	35,614	6,702	2,804	3,563	1,247	11,826	2,036
Clay	24.1	.0099	28.7	10.6	16.2	18.2	21.6	7.6	65,843	18,344	3,180	4,130	3,315	11,811	3,482
Clinton	9.6	.0040	34.7	9.7	14.5	20.4	29.1	3.5	31,751	11,462	1,504	1,892	1,476	3,787	1,059
Crittenden	9.2	.0037	36.4	9.0	14.8	19.4	32.7	3.3	27,432	10,454	1,540	1,990	1,073	4,770	1,839
Cumberland	7.1	.0030	36.6	9.3	14.2	18.7	33.3	2.8	13,945	4,977	785	889	880	2,609	1,011
Edmonson	11.0	.0046	33.1	9.6	15.1	20.4	26.8	3.6	12,469	5,586	1,347	212	594	1,523	617
Elliott	7.1	.0029	30.1	9.8	16.9	18.3	23.5	2.5	8,360	1,240	468	411	363	3,267	148
Estill	14.7	.0060	32.7	9.4	15.2	19.6	26.9	5.3	47,555	12,736	2,098	2,604	598	22,014	2,359
Fleming	12.5	.0051	33.3	9.5	16.1	18.2	29.1	4.7	53,892	9,593	2,404	3,956	2,359	22,756	2,022
Floyd	52.6	.0217	30.3	10.3	17.5	18.2	23.6	18.0	189,157	34,892	10,247	15,931	5,450	58,390	9,908
Franklin	43.8	.0180	32.2	10.8	19.3	20.1	24.5	17.1	210,803	42,021	21,865	22,537	5,648	51,538	10,740
Fulton	8.1	.0033	36.7	8.7	13.2	17.1	35.1	3.1	44,573	14,599	1,112	6,914	1,496	6,598	2,697
Gallatin	5.0	.0021	32.3	9.6	15.5	20.4	25.5	1.9	28,255	8,773	2,776	1,706	172	311	982
Garrard	10.9	.0045	35.0	9.1	16.1	20.2	29.9	4.1	18,915	5,414	1,566	1,050	1,405	2,533	1,056
Grant	14.8	.0060	32.5	9.0	15.6	20.4	25.7	4.9	52,344	14,742	3,622	854	1,334	16,077	2,041
Graves	33.6	.0139	37.1	8.8	14.8	18.9	34.0	13.1	143,876	30,039	5,957	13,725	4,120	32,615	6,461
Grayson	22.5	.0092	33.3	9.6	15.3	18.4	29.0	8.1	79,538	18,375	5,986	9,514	2,862	12,352	6,008
Green	10.9	.0045	36.2	8.8	14.9	19.9	31.8	4.0	26,326	10,168	1,162	1,622	641	4,158	1,402
Hancock	8.0	.0033	30.4	9.7	17.3	19.6	22.5	2.9	13,404	8,635	565		75	2,199	732
Hardin	91.6	.0377	24.5	24.0	17.4	16.7	14.3	26.7	415,310	69,683	33,971	46,298	20,809	129,341	9,382
Harlan	41.9	.0172	30.2	10.4	16.9	16.8	25.1	14.4	151,184	44,651	10,273	21,369	8,478	24,267	6,747
Harrison	15.4	.0063	35.3	9.3	14.6	18.8	31.6	5.5	69,479	18,256	3,675	6,544	2,951	16,019	5,488
Hart	16.8	.0070	34.2	9.5	14.5	19.4	29.4	6.1	37,313	12,750	995	1,400	2,058	7,906	2,308
☐ Henderson	43.1	.0177	32.2	10.4	17.3	19.2	25.9	16.2	284,042	68,710	25,340	31,525	13,473	71,048	8,193
Henry	13.2	.0054	34.9	9.0	15.5	20.4	29.4	4.7	32,994	8,984	2,471	1,466	351	9,813	3,087
Hickman	5.5	.0023	37.4	8.7	13.9	18.6	34.7	2.0	7,717	2,294	835	469	51	1,466	150
Hopkins	47.8	.0196	32.9	9.8	17.0	18.7	27.7	17.7	266,134	67,205	17,430	29,758	13,678	62,612	10,634
Jackson	12.4	.0051	31.3	9.8	15.7	17.7	26.5	4.3	15,818	3,808	1,487	1,390	376	3,682	1,572
Johnson	26.4	.0109	31.6	9.9	17.3	19.2	24.9	8.8	121,545	20,603	9,446	14,421	9,132	24,616	8,176
☐ Kenton	139.5	.0573	31.3	11.1	17.5	18.0	25.5	50.6	677,793	174,568	79,677	90,179	33,181	100,048	33,217
Covington	47.1	.0194	32.1	11.5	16.2	15.3	30.1	18.5	312,942	69,992	41,554	22,605	15,961	85,840	14,251
Knott	18.8	.0078	28.6	11.1	17.3	17.3	21.6	6.0	57,493	15,763	2,798	10,163	3,094	4,524	498
Knox	31.8	.0130	30.7	10.1	15.7	18.3	25.0	10.8	119,151	29,863	7,001	19,055	2,676	29,536	7,050
Larue	12.1	.0050	34.9	9.2	15.0	19.8	30.1	4.5	32,426	11,591	1,292	3,431	1,210	6,293	1,151
Laurel	43.4	.0178	30.9	10.2	16.8	18.9	24.2	14.8	212,965	48,314	11,355	11,974	10,915	73,114	7,149
Lawrence	15.7	.0065	31.9	9.7	15.7	18.9	26.2	5.3	36,533	18,561	2,372	269	866	1,953	3,613
Lee	7.8	.0032	33.8	8.9	14.7	18.9	29.3	2.9	20,656	6,400	883	1,448	261	5,015	436
Leslie	15.1	.0062	27.5	11.7	17.2	18.8	18.3	4.9	23,294	7,416	1,112	4,048	1,371	1,799	778
Letcher	31.7	.0131	29.9	10.2	16.9	18.0	23.4	10.8	82,322	23,216	4,170	9,867	5,220	6,745	4,816
Lewis	14.5	.0059	30.2	10.3	15.5	18.9	23.6	5.0	19,156	8,093	1,129	352	515	2,354	177
Lincoln	19.1	.0079	33.2	8.9	15.4	19.2	28.1	6.8	33,405	8,712	2,275	470	1,773	10,056	836
Livingston	9.3	.0038	34.8	9.2	16.3	20.1	29.5	3.7	19,167	9,518	4,081	57	297	1,225	1,225

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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Logan	26.5	.0109	34.7	9.6	14.6	19.8	29.7	9.7	88,241	30,166	5,583	8,125	3,309	18,966	5,844
Lyon	6.6	.0027	37.3	10.6	17.8	20.6	32.9	2.4	17,569	7,436	802	216	1,100	4,454	354
McCracken	60.8	.0250	34.7	9.5	16.7	19.0	30.5	24.2	447,242	91,311	39,447	54,296	25,276	89,462	20,486
McCreary	16.8	.0069	29.1	10.2	15.8	17.4	23.4	5.6	42,040	18,383	2,200	2,553	1,807	6,981	2,357
McLean	10.1	.0042	34.3	8.8	16.2	19.5	29.4	3.5	21,049	8,247	1,223	639	402	4,024	886
Madison	55.5	.0228	27.2	23.5	15.9	17.1	20.4	18.3	324,364	68,588	35,940	32,313	6,568	65,720	11,032
Magoffin	14.5	.0059	28.1	11.0	16.3	18.3	20.4	4.8	36,554	14,943	1,584	4,484	928	3,065	2,618
Marion	17.7	.0073	30.0	10.4	15.7	17.2	25.0	5.8	60,981	19,374	4,003	7,400	4,215	5,772	3,134
Marshall	26.9	.0111	36.4	9.1	14.9	21.1	31.1	10.3	105,680	23,519	8,333	9,575	3,838	22,537	3,148
Martin	15.0	.0061	26.9	11.0	18.8	16.5	18.3	4.6	57,816	13,817	1,512	4,980	1,658	27,378	1,610
Mason	16.9	.0070	34.1	9.5	15.5	18.0	30.7	6.3	106,743	22,362	8,633	12,138	4,343	17,996	5,536
Meade	23.9	.0098	27.1	11.1	23.1	17.3	14.5	7.8	35,962	7,872	2,703	725	1,248	15,860	744
Menifee	5.1	.0021	30.1	11.1	16.1	17.9	24.2	1.6	8,530	2,130	265	270	412	3,118	235
Mercer	20.1	.0083	34.3	9.1	15.8	19.9	29.0	7.3	64,123	22,207	5,754	2,811	3,110	11,490	2,787
Metcalfe	10.2	.0042	35.2	9.3	14.2	20.2	30.1	3.7	29,006	8,759	1,247	552	760	9,386	1,181
Monroe	12.4	.0051	35.0	9.4	14.3	19.7	30.4	4.7	38,687	15,057	2,061	1,453	1,791	7,414	3,351
Montgomery	21.3	.0087	31.2	9.8	17.8	19.1	24.1	7.7	114,245	24,601	9,127	9,373	4,402	25,864	5,003
Morgan	12.0	.0050	31.0	10.9	15.6	18.3	25.5	4.2	41,442	8,066	1,078	2,509	2,773	14,265	701
Muhlenberg	33.2	.0136	33.0	10.0	16.0	18.4	28.4	11.6	145,714	45,043	6,603	18,310	5,684	28,974	8,383
Nelson	29.5	.0121	29.8	10.9	16.9	18.1	23.1	9.8	122,837	35,970	9,840	14,184	4,638	21,657	4,378
Nicholas	7.3	.0031	34.3	9.2	15.8	18.7	30.1	2.7	16,588	4,142	794	2,233	772	1,762	1,257
Ohio	22.9	.0094	33.2	9.2	16.1	18.6	28.5	8.3	91,568	28,188	5,010	8,068	1,750	30,265	5,158
Owen	9.3	.0038	34.9	8.2	15.1	18.5	31.3	3.4	23,219	4,946	1,181	1,617	763	6,625	1,520
Owsley	5.8	.0024	32.4	9.2	15.1	18.7	27.4	1.8	8,643	3,004	721	72	574	1,375	1,037
Pendleton	10.9	.0045	32.3	9.8	15.2	18.9	26.9	3.9	21,817	8,945	1,326	550	381	2,964	811
Perry	35.8	.0147	29.2	10.8	17.4	17.9	21.9	11.8	150,009	37,999	11,047	11,413	5,801	33,765	5,953
Pike	86.7	.0357	29.4	10.8	18.3	18.6	21.0	29.6	370,257	96,837	20,801	49,954	9,552	99,066	10,419
Powell	12.2	.0050	29.8	10.1	16.9	19.7	21.5	3.9	23,437	6,461	2,588	3,261	505	1,491	1,506
Pulaski	49.5	.0203	33.4	9.9	16.0	19.7	27.8	18.3	312,303	77,571	24,357	42,655	13,426	68,761	10,860
Robertson	2.2	.0009	37.1	8.2	14.3	19.5	33.4	.8	2,626	574	154	225	77	136	
Rockcastle	14.7	.0061	32.7	9.4	15.1	19.5	27.0	5.2	31,027	11,140	2,261	2,097	751	3,041	1,762
Rowan	19.1	.0078	27.0	23.1	15.1	17.1	20.8	6.3	82,977	20,157	5,699	13,617	1,190	13,826	4,797
Russell	14.6	.0060	35.4	9.3	14.7	19.0	31.5	5.6	41,866	11,579	2,143	3,848	1,857	11,150	2,256
Simpson	15.1	.0062	33.0	9.5	15.9	18.6	28.2	5.5	85,520	21,926	9,619	8,256	3,125	16,204	4,082
Spencer	6.3	.0026	32.7	9.2	16.5	20.6	25.6	2.1	12,421	5,488	439	143	245	787	315
Taylor	22.5	.0093	33.4	11.1	16.1	20.5	26.8	8.5	113,437	27,699	10,208	13,949	3,762	23,878	4,889
Todd	11.2	.0046	34.6	9.6	14.3	17.8	31.5	4.1	17,572	8,597	834	834	443	1,676	1,231
Trigg	9.5	.0039	37.3	7.7	14.2	19.2	33.9	3.6	26,033	7,012	1,754	739	2,619	5,943	1,176
Trimble	6.4	.0026	32.8	8.8	17.1	20.0	26.4	2.2	6,030	996	916		106	202	1,571
Union	17.9	.0074	27.5	16.6	15.0	15.2	23.5	5.7	65,218	24,405	3,329	11,518	2,036	7,126	2,363
Warren	81.7	.0336	29.6	17.4	17.7	18.1	22.3	29.6	584,644	109,298	60,686	84,902	29,216	111,652	20,570
Bowling Green	45.8	.0188	28.4	23.5	16.0	15.6	23.8	17.0	552,815	104,723	59,415	75,915	28,116	109,875	20,003
Washington	10.0	.0041	32.7	10.2	14.5	18.1	28.5	3.3	14,918	3,449	724	218	1,019	1,967	1,651
Wayne	18.0	.0074	32.5	9.9	15.4	18.8	27.3	6.5	56,896	17,576	2,564	6,775	2,183	8,568	3,996
Webster	15.0	.0061	34.5	9.6	15.0	17.7	31.5	5.6	59,422	17,382	2,226	442	1,042	23,619	2,978
Whitley	37.2	.0153	31.1	12.3	15.6	17.9	26.0	13.2	234,197	45,006	18,226	17,812	9,648	58,041	7,051
Wolfe	7.2	.0030	31.4	10.5	15.1	18.7	25.9	2.4	16,802	4,788	700	318	535	3,507	895
TOTAL METRO COUNTIES	**1,712.1**	**.7036**	**31.4**	**11.8**	**18.3**	**19.1**	**24.3**	**625.9**	**10,314,561**	**2,089,398**	**1,128,500**	**1,470,315**	**512,113**	**2,198,367**	**440,688**
TOTAL STATE	**3,777.6**	**1.5532**	**31.5**	**11.7**	**17.1**	**18.8**	**25.2**	**1,353.5**	**18,796,671**	**4,175,502**	**1,742,182**	**2,338,451**	**853,922**	**4,178,307**	**805,784**

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

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	1980	1985	Growth
Population	322,200	330,700	+3%
EBI	$2.5 billion	$3.7 billion	+51%
EBI/HH	$21,170	$30,194	+43%
Retail Sales	$1.7 billion	$2.1 billion	+25%
RS/HH	$14,320	$16,906	+18%

Sources: 1981, 1986 S&MM Survey of Buying Power

KY.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CLARKSVILLE - HOPKINSVILLE	**1,471,488**	**19,200**	**30.5**	**27.2**	**12.6**	**8.0**	**.0533**
Christian	609,215	17,679	32.0	23.6	12.0	8.4	.0217
● Hopkinsville	280,469	19,093	27.3	23.6	14.4	9.9	.0116
Montgomery, Tenn.	*862,273*	*20,158*	*29.5*	*29.5*	*13.1*	*7.8*	*.0316*
● *Clarksville*	*675,612*	*19,836*	*31.4*	*29.5*	*12.5*	*7.5*	*.0267*
SUBURBAN TOTAL	515,407	18,172	31.2	26.2	11.8	7.5	.0150
HUNTINGTON - ASHLAND	**3,159,903**	**18,841**	**25.3**	**27.1**	**13.2**	**7.2**	**.1180**
Boyd	540,683	19,847	23.5	27.2	15.1	7.3	.0206
● Ashland	277,836	17,886	24.3	24.3	13.3	8.1	.0126
Carter	187,366	14,610	27.5	24.3	8.6	4.5	.0070
Greenup	334,787	19,888	25.3	32.5	11.8	5.5	.0107
Lawrence, Ohio	*659,323*	*22,302*	*22.3*	*28.2*	*16.4*	*10.0*	*.0198*
Cabell, W. Va.	*1,023,394*	*17,410*	*27.4*	*25.5*	*11.6*	*6.9*	*.0463*
● *Huntington*	*597,047*	*15,372*	*28.3*	*22.9*	*9.5*	*6.5*	*.0287*
Wayne, W. Va.	*414,350*	*18,783*	*25.5*	*26.9*	*13.8*	*6.5*	*.0136*
SUBURBAN TOTAL	2,285,020	20,075	24.7	28.6	14.2	7.3	.0767
LEXINGTON-FAYETTE	**3,909,846**	**22,423**	**24.3**	**26.9**	**15.4**	**13.0**	**.1382**
Bourbon	157,820	15,928	27.6	25.3	9.2	6.0	.0059
Clark	331,464	23,302	21.1	26.9	17.0	12.6	.0111
Fayette	2,652,747	22,682	24.7	26.4	15.3	14.0	.0968
● Lexington-Fayette	2,652,747	22,682	24.7	26.4	15.3	14.0	.0968
Jessamine	318,468	23,112	23.8	28.8	16.9	11.9	.0104
Scott	224,184	21,158	25.5	30.4	14.2	8.1	.0070
Woodford	225,163	26,729	21.6	26.2	19.0	17.2	.0070
SUBURBAN TOTAL	1,257,099	21,933	23.7	27.6	15.5	11.2	.0414
LOUISVILLE	**11,041,000**	**23,620**	**22.8**	**28.9**	**16.6**	**12.2**	**.3837**
Bullitt	444,220	25,328	21.4	35.9	19.3	8.0	.0134
Jefferson	8,102,743	23,471	22.7	27.7	16.3	13.1	.2850
● Louisville	3,003,936	17,436	26.4	23.9	11.5	8.8	.1122
Oldham	384,396	30,360	19.3	27.9	22.0	18.5	.0108
Shelby	241,960	21,345	23.2	28.9	15.1	8.8	.0079
Clark, Ind.	*904,766*	*22,685*	*24.9*	*33.0*	*16.0*	*7.5*	*.0355*
Floyd, Ind.	*675,729*	*23,920*	*22.8*	*30.4*	*18.0*	*10.6*	*.0219*
● *New Albany*	*395,748*	*21,120*	*25.5*	*29.7*	*14.5*	*8.5*	*.0146*
Harrison, Ind.	*287,186*	*23,017*	*24.7*	*33.1*	*15.7*	*8.9*	*.0092*
SUBURBAN TOTAL	7,641,316	26,978	20.9	31.4	19.5	14.1	.2569
OWENSBORO	**899,031**	**20,92**[illegible]	**24.8**	**27.6**	**15.6**	**8.8**	**.0346**
Daviess	899,031	20,927	24.8	27.6	15.6	8.8	.0346
● Owensboro	574,442	19,339	26.4	26.0	14.5	8.0	.0249
SUBURBAN TOTAL	324,589	24,296	21.7	31.0	17.8	10.4	.0097
OTHER COUNTIES							
Adair	107,741	12,844	30.7	20.8	5.8	3.6	.0038
Allen	129,334	15,788	27.4	23.2	11.8	5.1	.0045
Anderson	144,140	24,182	24.2	31.0	18.7	10.4	.0045
Ballard	84,211	19,159	23.7	24.0	[illegible]	9.6	.0027
Barren	328,788	18,770	24.9	27.9	[illegible]	7.0	.0116
Bath	79,595	15,464	29.5	22.5	9.9	6.5	.0026
Bell	247,479	13,545	28.7	20.9	8.0	4.6	.0103
☐ Boone	566,505	27,197	20.2	33.3	22.2	10.7	.0239
Boyle	283,233	20,927	25.0	25.7	15.6	10.9	.0106
Bracken	62,362	17,697	27.0	28.0	10.1	6.1	.0019
Breathitt	96,129	10,746	23.7	17.1	7.4	4.2	.0041
Breckinridge	128,903	14,493	32.0	20.3	9.8	4.3	.0047
Butler	77,726	13,702	28.6	23.8	6.5	3.2	.0027
Caldwell	120,998	17,692	26.8	25.6	12.5	7.0	.0044
Calloway	294,056	16,891	29.3	25.9	9.9	6.1	.0129
☐ Campbell	914,495	24,953	22.2	28.2	19.2	12.5	.0291
Carlisle	50,267	18,048	27.0	26.5	10.0	9.3	.0017
Carroll	88,425	18,494	26.2	25.5	12.9	8.0	.0034
Casey	94,352	11,662	33.0	16.3	4.5	3.0	.0036
Clay	171,753	14,177	28.1	18.9	9.1	7.7	.0060
Clinton	57,261	11,351	33.4	13.9	4.7	3.5	.0024
Crittenden	82,418	18,700	23.0	25.1	15.1	7.2	.0028
Cumberland	56,674	13,261	29.6	19.2	7.8	4.7	.0018
Edmonson	75,823	15,383	30.8	25.2	8.0	4.3	.0024
Elliott	36,077	10,247	29.7	16.4	4.4	.5	.0014
Estill	117,437	15,930	25.2	23.7	12.4	4.7	.0042
Fleming	98,353	14,959	30.5	21.9	7.9	4.9	.0038
Floyd	400,486	16,180	28.3	25.5	10.5	4.8	.0149
Franklin	530,121	23,065	26.3	27.9	16.4	12.6	.0168
Fulton	68,516	15,032	20.8	24.9	11.0	4.9	.0026
Gallatin	37,699	14,551	25.5	26.3	7.8	3.6	.0018
Garrard	89,423	16,454	28.4	25.9	11.4	3.7	.0028
Grant	120,407	19,738	25.5	30.9	14.0	4.5	.0043
Graves	332,304	19,069	25.1	27.8	13.1	6.9	.0112
Grayson	173,534	15,156	28.4	22.8	8.8	5.4	.0064
Green	84,063	15,168	28.7	25.1	7.4	4.4	.0028
Hancock	93,181	25,692	19.7	22.7	23.9	14.2	.0024
Hardin	879,921	20,234	29.9	29.1	13.0	8.6	.0308
Harlan	311,746	14,568	26.6	24.1	9.7	4.6	.0116
Harrison	125,562	16,654	27.2	26.1	9.7	6.1	.0050
Hart	126,493	13,300	28.7	20.5	7.2	4.3	.0042
☐ Henderson	492,924	23,278	23.2	29.6	17.7	10.1	.0175
Henry	121,509	19,420	25.7	27.9	12.6	8.0	.0039
Hickman	47,389	16,682	24.6	25.3	11.1	6.4	.0013
Hopkins	494,414	20,646	24.6	25.7	15.8	9.7	.0177
Jackson	70,850	10,770	30.3	15.4	4.2	3.1	.0025
Johnson	214,289	16,409	24.3	22.5	12.3	7.8	.0082
☐ Kenton	1,547,607	24,036	22.8	29.2	17.5	11.5	.0511
Covington	439,653	17,033	27.6	25.2	11.2	6.5	.0176
Knott	149,005	16,397	24.8	23.7	10.7	8.6	.0053
Knox	199,462	12,151	27.2	19.0	7.7	3.6	.0084
Larue	96,618	15,706	29.9	25.4	9.4	3.9	.0033
Laurel	350,165	17,402	29.4	26.6	10.5	6.0	.0137
Lawrence	131,447	14,982	26.5	19.2	10.4	10.7	.0043
Lee	55,469	12,710	33.0	19.4	5.5	4.4	.0020
Leslie	119,484	15,767	26.3	20.4	13.4	7.4	.0036
Letcher	259,537	16,599	28.0	23.5	12.1	7.0	.0087
Lewis	99,418	14,199	30.3	22.3	7.9	3.5	.0032
Lincoln	121,774	12,943	31.6	20.8	6.4	2.2	.0043
Livingston	90,570	18,605	28.4	28.2	12.6	6.1	.0028
Logan	233,752	17,816	27.7	26.9	11.7	5.8	.0079
Lyon	65,477	19,552	23.9	26.4	13.4	9.1	.0019
McCracken	683,870	21,066	23.1	26.8	15.7	9.8	.0255
McCreary	87,632	10,388	29.6	16.1	3.8	2.3	.0038
McLean	91,371	19,761	21.7	26.3	14.7	8.6	.0028
Madison	507,473	19,013	26.8	25.4	13.3	8.8	.0197
Magoffin	95,097	12,583	26.2	19.0	9.7	4.2	.0035
Marion	138,920	17,020	30.2	26.6	10.6	5.3	.0050
Marshall	282,653	21,376	24.6	29.0	15.6	8.4	.0090
Martin	131,268	19,579	20.7	19.6	15.6	14.1	.0047
Mason	162,272	19,176	25.5	27.0	13.3	7.7	.0062
Meade	198,127	20,072	31.7	33.3	10.6	6.3	.0061
Menifee	28,159	12,849	28.2	24.0	6.2	1.1	.0010
Mercer	186,875	19,764	24.6	28.2	14.5	6.8	.0062

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KY. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Metcalfe	64,189	10,636	30.0	15.1	4.7	2.6	.0024
Monroe	81,436	11,628	29.9	17.7	5.0	2.8	.0032
Montgomery	166,159	15,496	31.1	24.3	7.5	5.1	.0069
Morgan	76,974	11,318	29.1	16.1	5.8	4.4	.0031
Muhlenberg	324,148	20,384	25.8	25.5	15.3	9.9	.0111
Nelson	256,510	19,576	26.8	29.2	13.6	6.2	.0092
Nicholas	62,958	16,640	30.0	23.5	10.9	6.3	.0021
Ohio	214,584	19,626	24.0	25.6	16.0	7.6	.0073
Owen	77,492	16,022	27.5	22.4	11.1	6.6	.0025
Owsley	24,524	9,589	31.8	11.6	2.3	2.2	.0011
Pendleton	93,145	18,808	25.9	29.5	12.5	5.0	.0029
Perry	346,966	20,576	24.2	22.6	15.2	13.2	.0118
Pike	685,242	16,903	27.5	27.2	10.1	5.4	.0262
Powell	78,469	14,662	31.9	23.6	7.8	3.4	.0028
Pulaski	407,324	14,641	29.3	22.0	9.4	5.5	.0172
Robertson	14,405	14,219	33.2	22.5	6.3	1.6	.0005
Rockcastle	87,126	11,726	32.2	15.8	5.2	2.8	.0033
Rowan	141,492	14,202	27.3	22.8	7.9	5.8	.0056

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Russell	119,001	13,845	30.0	19.9	6.9	6.4	.0040
Simpson	154,870	20,654	24.5	26.0	16.2	9.3	.0056
Spencer	55,908	21,511	22.3	29.5	15.1	8.6	.0017
Taylor	225,967	20,160	24.7	29.0	13.4	7.9	.0080
Todd	94,262	15,644	29.5	22.6	9.1	7.1	.0029
Trigg	82,394	16,790	30.1	24.3	10.4	5.9	.0026
Trimble	61,606	20,982	24.9	27.8	15.0	9.7	.0017
Union	154,190	20,532	23.2	28.1	14.2	8.7	.0054
Warren	799,613	19,227	26.7	27.4	12.6	8.2	.0320
Bowling Green	444,822	16,895	28.9	23.7	10.2	8.1	.0225
Washington	83,674	17,803	25.9	25.5	10.7	8.4	.0025
Wayne	111,641	12,172	31.3	19.0	4.3	2.9	.0046
Webster	134,793	17,123	25.2	24.9	12.3	7.1	.0046
Whitley	293,434	14,317	29.0	21.9	9.2	5.5	.0128
Wolfe	47,116	12,897	30.1	16.8	7.7	5.3	.0017
TOTAL METRO COUNTIES	**19,175,778**	**22,881**	**23.4**	**28.1**	**16.3**	**11.8**	**.6715**
TOTAL STATE	**36,799,727**	**19,482**	**25.5**	**26.2**	**13.6**	**9.1**	**1.3097**

LOUISIANA

LA.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**143.2**	**.0589**	**30.8**	**11.4**	**16.1**	**19.0**	**24.3**	**50.0**	**713,669**	**154,157**	**54,068**	**106,951**	**36,243**	**131,404**	**26,665**
Rapides	143.2	.0589	30.8	11.4	16.1	19.0	24.3	50.0	713,669	154,157	54,068	106,951	36,243	131,404	26,665
• Alexandria	54.1	.0222	31.3	11.4	14.8	17.3	27.2	20.2	550,599	95,539	41,046	90,187	25,145	117,955	18,338
SUBURBAN TOTAL	89.1	.0367	30.5	11.5	16.9	20.0	22.4	29.8	163,070	58,618	13,022	16,764	11,098	13,449	8,327
BATON ROUGE	**557.1**	**.2290**	**28.3**	**14.4**	**19.4**	**18.4**	**18.5**	**192.4**	**3,240,811**	**766,173**	**298,704**	**460,049**	**201,023**	**559,938**	**94,352**
Ascension	60.5	.0249	27.9	11.4	18.2	18.7	18.3	19.5	240,655	63,228	14,170	10,745	11,861	71,457	8,542
East Baton Rouge	401.4	.1650	28.3	15.6	19.9	18.1	18.5	142.2	2,765,553	618,159	272,778	426,855	182,935	455,907	76,830
• Baton Rouge	249.1	.1024	28.9	17.6	18.3	16.8	21.9	92.6	2,363,022	433,834	246,950	409,921	156,486	409,367	63,445
Livingston	73.9	.0304	28.6	10.9	19.1	19.8	17.9	24.1	174,968	61,055	8,425	20,607	6,054	29,740	7,427
West Baton Rouge	21.3	.0087	28.1	12.6	16.5	18.2	20.5	6.6	59,635	23,731	3,331	1,842	173	2,834	1,553
SUBURBAN TOTAL	308.0	.1266	27.8	11.8	20.5	19.7	15.6	99.8	877,789	332,339	51,754	50,128	44,537	150,571	30,907
HOUMA - THIBODAUX	**190.8**	**.0785**	**27.4**	**13.3**	**17.7**	**18.7**	**17.9**	**62.4**	**1,076,382**	**248,567**	**154,016**	**134,850**	**50,129**	**209,159**	**38,062**
Lafourche	88.9	.0366	27.8	13.9	17.0	18.7	19.1	29.0	362,020	104,314	20,553	37,125	20,145	89,766	21,387
• Thibodaux	17.2	.0071	26.9	22.2	16.0	14.8	22.2	5.9	163,231	30,774	11,841	12,915	8,447	49,573	10,416
Terrebonne	101.9	.0419	27.2	12.7	18.5	18.7	16.9	33.4	694,362	144,253	133,463	97,725	29,984	119,393	16,675
• Houma	34.0	.0140	28.9	13.0	17.5	17.5	21.8	12.1	492,743	116,684	61,709	65,555	23,784	102,364	14,528
SUBURBAN TOTAL	139.6	.0574	27.2	12.3	18.1	19.4	16.4	44.4	420,408	101,109	80,466	56,380	17,898	57,222	13,118
LAFAYETTE	**218.7**	**.0899**	**28.0**	**14.8**	**19.0**	**18.4**	**18.2**	**76.4**	**1,609,880**	**293,219**	**186,183**	**246,042**	**78,463**	**291,274**	**37,049**
Lafayette	172.2	.0708	28.0	15.5	19.9	18.4	17.6	61.7	1,494,511	255,452	177,103	229,856	75,677	271,237	33,081
• Lafayette	94.7	.0389	28.6	17.5	19.1	17.0	20.7	35.1	1,442,543	243,532	172,149	228,859	74,357	266,644	31,772
St. Martin	46.5	.0191	27.7	12.1	15.9	18.0	20.4	14.7	115,369	37,767	9,080	16,186	2,786	20,037	3,968
SUBURBAN TOTAL	124.0	.0510	27.5	12.7	18.8	19.4	16.5	41.3	167,337	49,687	14,034	17,183	4,106	24,630	5,277
LAKE CHARLES	**176.8**	**.0727**	**30.0**	**12.2**	**17.3**	**19.2**	**22.2**	**62.0**	**1,049,676**	**278,671**	**76,561**	**118,326**	**54,995**	**166,197**	**44,744**
Calcasieu	176.8	.0727	30.0	12.2	17.3	19.2	22.2	62.0	1,049,676	278,671	76,561	118,326	54,995	166,197	44,744
• Lake Charles	76.4	.0314	30.5	13.5	17.1	17.3	25.0	28.0	724,200	153,718	60,716	96,107	42,254	128,028	32,957
SUBURBAN TOTAL	100.4	.0413	29.6	11.3	17.6	20.4	20.1	34.0	325,476	124,953	15,845	22,219	12,741	38,169	11,787
MONROE	**145.8**	**.0600**	**29.5**	**13.1**	**16.2**	**18.0**	**23.0**	**51.4**	**817,091**	**167,186**	**75,119**	**120,937**	**48,623**	**152,404**	**31,647**
Ouachita	145.8	.0600	29.5	13.1	16.2	18.0	23.0	51.4	817,091	167,186	75,119	120,937	48,623	152,404	31,647
• Monroe	57.0	.0234	28.6	15.4	15.0	14.4	26.0	20.1	554,067	86,554	48,572	93,330	34,427	129,808	18,154
SUBURBAN TOTAL	88.8	.0366	30.0	11.5	17.2	20.3	21.1	31.3	263,024	80,632	26,547	27,607	14,196	22,596	13,493
NEW ORLEANS	**1,347.5**	**.5539**	**30.3**	**11.7**	**18.9**	**18.8**	**22.4**	**493.8**	**8,302,674**	**1,975,060**	**1,036,401**	**970,709**	**490,836**	**1,290,681**	**365,216**
Jefferson	478.1	.1965	30.0	11.6	20.0	20.1	19.8	174.1	3,741,851	835,342	370,027	521,895	253,414	724,351	132,211
Kenner	73.4	.0302	27.6	11.2	24.0	20.0	12.3	24.4	338,574	85,200	45,337	20,089	8,442	73,424	12,198
Orleans	565.0	.2323	31.0	12.4	18.4	16.7	26.0	217.4	3,384,815	740,685	561,828	301,773	187,688	438,618	174,426
• New Orleans	565.0	.2323	31.0	12.4	18.4	16.7	26.0	217.4	3,384,815	740,685	561,828	301,773	187,688	438,618	174,426
St. Bernard	69.4	.0286	30.6	11.5	17.9	19.7	22.4	23.6	321,532	132,521	27,551	40,014	15,892	14,023	20,986
St. Charles	43.4	.0178	28.2	12.0	17.6	19.8	18.2	14.3	92,089	33,614	5,870	11,709	2,762	12,576	3,651
St. John the Baptist	42.0	.0172	27.4	12.0	18.7	18.7	17.0	13.0	145,091	61,582	10,937	27,887	4,541	4,837	10,333
St. Tammany	149.6	.0615	30.4	9.3	18.4	21.6	19.9	51.4	617,296	171,316	60,188	67,431	26,539	96,276	23,609
• Slidell	36.6	.0150	30.2	8.2	19.3	23.6	17.1	12.1	328,235	77,848	37,765	39,123	16,511	57,447	12,503
SUBURBAN TOTAL	745.9	.3066	29.9	11.3	19.3	20.1	20.0	264.3	4,589,624	1,156,527	436,808	629,813	286,637	794,616	178,287
SHREVEPORT	**368.9**	**.1517**	**30.8**	**11.4**	**17.5**	**18.7**	**23.9**	**135.9**	**2,141,725**	**452,339**	**193,982**	**287,449**	**124,129**	**412,031**	**64,786**
Bossier	91.6	.0377	29.0	12.9	18.4	21.1	17.8	32.0	479,583	94,683	49,186	69,598	9,741	97,484	8,815
• Bossier City	58.1	.0239	28.1	14.6	18.8	20.6	16.4	20.4	428,019	70,663	44,266	61,303	9,018	93,820	8,223

LA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Caddo	277.3	.1140	31.5	10.9	17.2	17.9	26.0	103.9	1,662,142	357,656	144,796	217,851	114,388	314,547	55,971
• Shreveport	223.3	.0918	31.3	11.1	17.2	17.4	26.2	84.3	1,515,461	332,361	136,925	192,234	108,937	286,945	52,499
SUBURBAN TOTAL	87.5	.0360	31.6	10.1	16.5	21.1	23.4	31.2	198,245	49,315	12,791	33,912	6,174	31,266	4,064
OTHER COUNTIES															
Acadia	59.9	.0247	29.9	10.9	14.8	17.9	24.5	20.1	227,983	50,816	18,661	21,595	10,766	48,686	15,398
Allen	21.6	.0088	32.3	9.3	14.3	18.8	27.3	7.5	75,247	19,767	2,525	14,773	1,475	16,123	3,780
Assumption	22.7	.0096	27.6	11.9	16.0	17.4	20.7	6.8	55,026	16,431	2,095	9,211	2,436	11,345	2,100
Avoyelles	43.9	.0180	32.3	9.6	13.7	17.5	28.8	15.0	122,504	35,371	5,518	19,749	4,548	30,261	9,538
Beauregard	33.5	.0138	30.2	10.7	16.8	19.5	22.5	11.2	140,129	35,903	6,222	8,822	7,736	36,291	3,345
Bienville	17.4	.0071	35.0	9.2	13.2	17.2	32.8	6.3	54,296	16,182	1,890	4,848	1,790	8,907	1,684
Caldwell	12.0	.0049	34.0	9.0	14.0	18.4	30.1	4.6	26,965	6,909	1,404	2,975	436	4,573	894
Cameron	9.8	.0041	29.5	12.9	15.2	18.7	23.0	3.4	28,597	16,124	2,233	1,280	161	710	994
Catahoula	13.0	.0053	31.3	10.6	14.4	17.9	26.8	4.5	30,737	5,320	930	2,998	1,829	6,007	2,712
Claiborne	17.9	.0074	35.8	8.9	12.7	16.0	34.6	6.4	51,762	15,087	1,888	8,955	1,380	10,125	1,859
Concordia	23.5	.0096	30.6	10.4	14.7	18.7	24.9	8.2	86,908	29,284	6,118	11,491	3,383	16,832	2,383
De Soto	28.1	.0116	33.3	9.6	14.3	17.1	30.5	9.9	106,444	29,230	3,630	18,546	2,539	23,436	4,409
East Carroll	11.3	.0047	27.5	10.4	13.1	14.1	26.1	3.7	25,116	6,888	789	1,421	4[illegible]6	2,651	1,984
East Feliciana	21.1	.0087	30.5	11.8	16.8	17.7	24.8	5.8	30,465	9,654	1,963	1,312	584	5,000	1,350
Evangeline	35.3	.0145	30.8	10.3	13.8	17.7	26.5	12.2	115,386	31,687	3,405	12,278	5,731	17,330	6,800
Franklin	23.8	.0098	32.6	9.2	13.4	16.8	30.0	8.4	129,254	59,857	3,233	17,334	1,819	22,093	2,936
Grant	18.1	.0074	33.9	8.8	13.9	18.4	30.1	6.5	20,277	7,131	458	836	129	8,342	983
Iberia	68.2	.0280	28.6	12.1	16.1	18.4	21.4	22.2	387,976	91,957	45,135	27,429	25,011	82,962	17,083
Iberville	33.5	.0138	29.0	12.9	16.3	16.9	23.3	10.4	152,770	42,431	8,544	13,948	4,255	47,506	5,199
Jackson	18.1	.0075	35.0	8.8	13.4	17.8	32.3	6.8	49,975	10,644	2,552	11,529	2,226	4,856	2,937
Jefferson Davis	33.1	.0136	30.1	10.9	14.6	18.0	24.9	11.0	151,250	38,429	6,472	7,352	3,408	39,323	9,278
La Salle	17.9	.0074	33.4	9.7	15.0	18.5	29.1	6.5	53,890	15,215	3,327	3,000	1,571	19,808	1,830
Lincoln	43.1	.0177	25.0	28.3	13.2	14.7	22.1	13.9	180,421	40,148	18,924	18,960	5,586	39,342	5,137
Madison	15.7	.0064	29.3	9.6	13.1	14.8	27.7	5.8	28,118	5,262	2,543	1,500	1,081	11,793	1,674
Morehouse	37.3	.0154	31.6	9.7	13.9	16.8	28.5	12.9	139,296	29,826	6,486	22,995	2,340	42,913	4,114
Natchitoches	41.0	.0168	30.0	14.2	14.4	16.3	26.4	14.2	160,957	39,654	9,544	21,128	6,782	30,728	6,641
Plaquemines	26.5	.0109	27.8	12.8	16.9	19.8	18.1	8.2	111,981	39,578	24,235	4,583	3,462	10,659	5,430
Pointe Coupee	24.6	.0101	30.4	10.8	15.4	17.5	25.4	8.4	83,297	23,802	2,920	6,267	3,000	26,402	2,859
Red River	10.8	.0044	32.5	9.5	13.8	16.6	30.0	3.8	32,477	11,119	1,906	2,973	889	4,134	1,719
Richland	22.8	.0094	32.5	9.5	13.3	16.4	30.4	7.7	128,179	24,040	3,513	11,705	5,341	35,889	4,664
Sabine	28.4	.0116	34.7	8.7	13.5	18.1	31.5	10.5	88,120	28,536	2,971	9,494	1,882	33,324	1,485
St. Helena	10.2	.0042	29.2	10.5	14.6	16.5	25.1	3.2	7,960	2,695	186		162	1,933	521
St. James	22.7	.0094	27.6	13.0	16.1	17.8	20.3	6.7	58,525	21,770	3,175	2,837	7,197	7,893	2,365
St. Landry	88.6	.0365	29.8	10.9	14.6	17.7	24.7	30.1	397,449	106,620	17,209	40,996	20,767	79,347	24,441
St. Mary	65.0	.0267	27.9	12.4	17.1	18.9	18.9	20.9	405,804	105,656	58,575	34,713	16,130	73,166	13,194
Tangipahoa	93.1	.0383	28.7	13.8	15.8	17.1	22.9	31.3	529,714	121,377	39,971	75,561	19,178	121,487	16,336
Tensas	8.6	.0035	32.0	8.9	12.9	14.2	32.0	3.0	25,583	8,441	633	1,928	1,313	6,006	420
Union	23.4	.0096	34.7	9.1	14.0	18.2	31.4	8.2	52,604	11,453	1,252	5,708	1,024	18,866	3,550
Vermilion	53.0	.0218	30.8	11.0	14.9	17.9	25.9	18.5	220,576	69,842	8,944	18,160	5,220	47,152	11,996
Vernon	62.0	.0255	24.4	23.7	18.2	15.5	14.4	18.2	172,090	40,603	21,267	18,649	4,000	33,436	3,759
Washington	47.8	.0197	33.0	10.1	14.3	17.6	29.5	16.7	152,679	40,131	8,205	14,960	6,242	27,309	8,075
Webster	45.7	.0188	34.7	9.7	14.2	18.7	30.9	16.9	236,384	75,485	9,991	29,515	9,095	48,045	6,237
West Carroll	13.2	.0055	34.2	8.5	13.7	18.4	30.5	4.7	45,880	14,649	1,263	6,722	913	11,212	1,197
West Feliciana	13.7	.0056	30.4	16.1	28.4	20.1	16.8	2.6	20,841	5,091	1,552	2,585	339	5,328	509
Winn	17.3	.0071	33.6	8.8	14.5	17.5	30.6	6.2	72,049	13,494	3,122	13,165	1,569	17,463	3,000
TOTAL METRO COUNTIES	**3,148.8**	**1.2946**	**29.6**	**12.5**	**18.5**	**18.7**	**21.4**	**1,124.3**	**18,951,908**	**4,335,372**	**2,075,034**	**2,445,313**	**1,084,441**	**3,213,088**	**702,521**
TOTAL STATE	**4,547.0**	**1.8696**	**29.8**	**12.4**	**17.5**	**18.3**	**22.6**	**1,594.3**	**24,425,849**	**5,804,961**	**2,452,413**	**3,032,069**	**1,291,602**	**4,410,082**	**931,320**

BATON ROUGE:

The Importance of Being Number 2

Louisiana Metro Rankings For Baton Rouge*

2. Population	557,000
2. Households	192,400
2. EBI	$5.9 billion
2. Retail Sales	$3.24 billion

*All figures 1987 S&MM Survey of Buying Power

WE'RE LOUISIANA'S QUALITY NUMBER 2 MEDIA BUY!

After you get past the first buy in Louisiana, where do you go?
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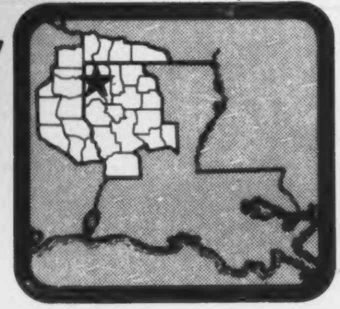
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALEXANDRIA	**1,302,184**	**18,214**	**26.5**	**25.2**	**11.7**	**9.0**	**.0481**
Rapides	1,302,184	18,214	26.5	25.2	11.7	9.0	.0481
• Alexandria	499,324	16,237	27.0	22.0	10.2	9.1	.0240
SUBURBAN TOTAL	802,860	19,531	26.2	27.3	12.6	9.0	.0241
BATON ROUGE	**5,969,668**	**24,555**	**20.8**	**25.3**	**18.4**	**14.2**	**.2118**
Ascension	563,890	25,248	19.5	25.9	21.1	10.8	.0193
East Baton Rouge	4,483,218	24,295	21.2	24.6	17.9	15.0	.1644
• Baton Rouge	2,735,589	20,162	24.0	23.0	13.6	13.8	.1144
Livingston	715,976	25,410	19.9	28.7	19.4	11.9	.0217
West Baton Rouge	206,584	24,962	19.4	25.0	18.5	15.2	.0064
SUBURBAN TOTAL	3,234,079	28,547	17.9	27.5	22.9	14.5	.0974
HOUMA - THIBODAUX	**1,972,214**	**25,729**	**19.9**	**29.2**	**18.4**	**13.5**	**.0706**
Lafourche	889,006	24,481	21.0	29.6	17.4	12.2	.0299
• Thibodaux	165,112	19,860	26.0	25.1	12.8	11.7	.0075
Terrebonne	1,083,208	26,860	19.0	28.8	19.4	14.6	.0407
• Houma	384,671	24,561	20.1	26.6	16.7	14.9	.0193
SUBURBAN TOTAL	1,422,431	26,675	19.0	30.4	19.7	13.4	.0438
LAFAYETTE	**2,419,061**	**24,144**	**22.0**	**26.9**	**16.1**	**14.8**	**.0914**
Lafayette	2,027,769	24,967	22.0	26.5	16.4	16.1	.0786
• Lafayette	1,135,731	22,468	23.5	24.7	14.2	15.8	.0562
St. Martin	391,292	21,373	21.4	28.6	14.7	9.4	.0128
SUBURBAN TOTAL	1,283,330	25,429	20.5	28.9	17.7	13.9	.0352
LAKE CHARLES	**1,848,558**	**24,782**	**21.0**	**28.7**	**18.2**	**11.9**	**.0668**
Calcasieu	1,848,558	24,782	21.0	28.7	18.2	11.9	.0668
• Lake Charles	795,816	22,026	22.9	26.8	16.1	11.2	.0343
SUBURBAN TOTAL	1,052,742	26,964	19.6	29.9	19.9	12.6	.0325
MONROE	**1,336,682**	**18,528**	**23.7**	**24.2**	**13.6**	**9.3**	**.0510**
Ouachita	1,336,682	18,528	23.7	24.2	13.6	9.3	.0510
• Monroe	481,496	13,818	24.4	18.7	9.7	9.1	.0240
SUBURBAN TOTAL	855,186	21,637	23.0	27.9	16.1	9.4	.0270
NEW ORLEANS	**14,461,551**	**21,988**	**22.4**	**25.8**	**15.2**	**12.9**	**.5222**
Jefferson	5,694,421	27,049	20.9	30.5	19.1	14.7	.2107
Kenner	815,985	28,299	19.7	32.1	21.0	15.0	.0266
Orleans	5,495,016	16,076	25.1	20.9	10.1	10.5	.2075
• New Orleans	5,495,016	16,076	25.1	20.9	10.1	10.5	.2075
St. Bernard	678,514	24,992	23.1	32.9	19.0	9.1	.0237
St. Charles	435,805	26,654	17.2	29.0	21.6	12.4	.0127
St. John the Baptist	428,197	28,327	17.2	25.1	22.0	16.7	.0137
St. Tammany	1,729,598	27,275	19.0	26.1	18.5	17.9	.0539
• Slidell	450,132	33,287	13.6	27.1	24.3	22.3	.0172
SUBURBAN TOTAL	8,516,403	26,630	20.6	29.8	19.0	14.4	.2975
SHREVEPORT	**3,973,189**	**21,437**	**24.0**	**26.9**	**14.4**	**11.9**	**.1404**
Bossier	842,748	20,715	27.2	29.7	14.8	7.2	.0313
• Bossier City	537,540	20,656	29.2	30.7	14.7	6.3	.0225
Caddo	3,130,441	21,685	23.1	25.9	14.3	13.3	.1091
• Shreveport	2,516,777	21,203	23.4	25.5	13.8	13.3	.0914
SUBURBAN TOTAL	918,872	22,655	22.3	28.2	16.0	11.5	.0265
OTHER COUNTIES							
Acadia	531,100	18,764	23.7	24.9	12.8	9.8	.0185
Allen	153,140	15,085	22.4	25.0	10.5	4.4	.0058
Assumption	184,467	21,016	22.3	25.3	15.1	11.6	.0061
Avoyelles	283,181	12,821	27.7	19.6	6.8	4.6	.0109
Beauregard	284,233	18,653	23.5	25.3	12.7	9.1	.0103
Bienville	135,786	14,695	23.4	22.3	10.0	6.9	.0049
Caldwell	97,453	13,748	25.3	19.9	9.3	6.1	.0033
Cameron	104,617	23,887	22.8	24.2	17.9	14.1	.0031
Catahoula	87,072	12,352	26.4	17.5	7.4	5.8	.0032
Claiborne	159,443	17,160	22.9	22.8	11.8	10.5	.0052
Concordia	189,092	15,740	22.7	21.7	12.6	7.4	.0068
De Soto	226,232	15,539	24.4	21.7	10.7	7.4	.0083
East Carroll	58,980	9,008	23.5	12.3	6.0	4.7	.0025
East Feliciana	157,811	20,318	23.1	27.4	13.1	10.2	.0049
Evangeline	251,841	13,678	23.3	22.2	8.7	5.8	.0095
Franklin	147,083	11,569	26.4	18.0	6.3	4.1	.0071
Grant	144,121	15,911	24.1	22.7	11.5	7.2	.0042
Iberia	707,359	24,983	20.0	28.5	17.9	13.6	.0254
Iberville	315,580	21,544	20.7	20.9	15.9	15.8	.0112
Jackson	146,457	15,447	24.5	22.5	12.5	4.9	.0050
Jefferson Davis	266,031	18,633	22.2	27.2	12.8	7.2	.0103
La Salle	171,799	18,972	23.2	23.0	14.6	10.2	.0055
Lincoln	389,153	18,559	23.9	22.4	12.8	11.9	.0137
Madison	88,599	9,162	26.6	13.1	3.0	3.9	.0033
Morehouse	246,679	11,962	22.9	19.1	8.6	5.4	.0101
Natchitoches	289,913	13,722	25.6	21.6	7.5	6.2	.0114

ARK-LA-TEX



NEWSPAPER PRODUCTION CO.

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As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,034,300** people in **370,700** households with effective buying income of **$10.1** billion and producing retail sales of **$5.2** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

M & E 100,229 MORNING 77,082
SUNDAY 110,043 EVENING 23,147

ABC AUDIT REPORT DEC. 28, 1986
Represented by
GANNETT NATIONAL NEWSPAPER SALES

S&MM Survey of Buying Power, July, 1987

LA. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Plaquemines	241,799	24,496	21.0	27.7	17.0	13.3	.0085
Pointe Coupee	212,693	17,731	21.1	21.4	14.7	9.6	.0073
Red River	84,664	15,881	23.7	20.9	11.1	8.5	.0029
Richland	131,427	10,371	22.7	18.7	6.1	3.6	.0068
Sabine	240,911	16,615	26.2	23.7	10.2	7.6	.0081
St. Helena	81,546	16,817	26.9	19.7	9.9	12.1	.0023
St. James	223,929	28,230	17.6	19.7	20.0	20.7	.0068
St. Landry	654,052	15,270	23.5	23.4	10.3	6.4	.0262
St. Mary	646,021	24,766	21.0	28.7	16.6	13.5	.0243
Tangipahoa	805,069	17,276	25.5	21.8	12.9	9.4	.0319
Tensas	45,707	8,748	24.3	12.7	4.3	4.6	.0021
Union	197,783	17,072	24.2	25.4	10.8	7.8	.0062
Vermilion	493,096	19,272	23.8	24.1	13.3	11.2	.0172
Vernon	449,069	15,285	35.7	23.2	8.4	4.9	.0161
Washington	358,443	14,976	25.5	21.9	10.2	6.5	.0130
Webster	443,467	19,209	22.4	24.4	13.7	10.3	.0160
West Carroll	76,417	9,924	23.6	15.0	6.4	4.7	.0034
West Feliciana	98,843	20,326	19.1	19.6	13.3	17.6	.0031
Winn	120,620	13,530	25.2	20.7	8.4	5.5	.0050
TOTAL METRO COUNTIES	**33,283,107**	**22,453**	**22.3**	**26.2**	**15.8**	**12.8**	**1.2023**
TOTAL STATE	**44,705,885**	**20,689**	**22.8**	**25.1**	**14.6**	**11.6**	**1.6200**

MAINE

MAINE
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	**138.4**	**.0569**	**30.7**	**14.6**	**17.1**	**18.7**	**24.0**	**48.5**	**994,211**	**210,739**	**78,445**	**113,901**	**30,015**	**255,180**	**28,500**
Penobscot	138.4	.0569	30.7	14.6	17.1	18.7	24.0	48.5	994,211	210,739	78,445	113,901	30,015	255,180	28,500
• Bangor	30.7	.0126	31.9	15.2	18.7	16.6	27.6	11.9	525,775	80,044	48,940	89,186	16,977	150,688	11,796
SUBURBAN TOTAL	107.7	.0443	30.4	14.4	16.6	19.3	23.0	36.6	468,436	130,695	29,505	24,715	13,038	104,492	16,704
LEWISTON - AUBURN	**100.9**	**.0415**	**32.5**	**11.2**	**16.2**	**18.2**	**27.7**	**37.4**	**649,517**	**170,469**	**48,019**	**73,671**	**15,823**	**159,904**	**15,894**
Androscoggin	100.9	.0415	32.5	11.2	16.2	18.2	27.7	37.4	649,517	170,469	48,019	73,671	15,823	159,904	15,894
• Auburn	23.1	.0095	34.1	10.3	15.5	18.7	29.9	8.8	260,816	51,017	12,855	25,502	3,797	111,418	5,548
• Lewiston	39.6	.0163	34.5	13.1	14.2	17.1	32.1	15.3	275,288	81,892	27,251	45,989	10,689	27,248	6,655
SUBURBAN TOTAL	38.2	.0157	30.1	9.8	18.7	19.1	21.8	13.3	113,413	37,560	7,913	2,180	1,337	21,238	3,691
PORTLAND	**228.6**	**.0940**	**33.0**	**11.3**	**18.0**	**18.8**	**27.6**	**87.8**	**2,475,843**	**494,706**	**231,098**	**244,668**	**68,600**	**480,415**	**62,295**
Cumberland	228.6	.0940	33.0	11.3	18.0	18.8	27.6	87.8	2,475,843	494,706	231,098	244,668	68,600	480,415	62,295
• Portland	63.1	.0259	33.6	12.9	18.8	15.5	31.9	27.5	730,595	168,920	96,241	34,548	26,924	167,042	23,466
SUBURBAN TOTAL	165.5	.0681	32.8	10.7	17.6	20.1	26.0	60.3	1,745,248	325,786	134,857	210,120	41,676	313,373	38,829
OTHER COUNTIES															
Aroostook	87.5	.0360	30.5	11.9	16.8	18.5	23.9	29.8	451,247	112,582	29,109	50,171	12,160	100,135	16,486
Franklin	29.3	.0120	31.9	12.0	16.0	19.2	25.9	10.8	127,748	24,227	14,336	7,010	4,979	30,585	4,128
Hancock	44.9	.0185	34.7	9.6	16.9	18.6	30.9	17.5	297,189	77,857	30,269	25,667	7,723	59,768	8,870
Kennebec	115.3	.0474	32.7	10.8	16.7	19.1	27.1	42.6	825,011	166,715	70,657	93,335	27,698	221,604	19,178
Knox	34.7	.0142	35.7	8.3	16.8	18.3	32.6	13.6	223,915	42,457	19,928	15,283	8,859	50,543	8,964
Lincoln	28.5	.0118	35.5	7.7	16.5	19.1	31.6	10.8	171,405	34,216	15,089	3,159	4,912	33,115	4,687
Oxford	50.6	.0208	34.5	8.7	15.6	18.9	30.3	19.0	256,518	65,422	15,063	16,511	6,714	65,987	9,479
Piscataquis	18.1	.0074	34.2	9.0	15.4	18.8	30.1	6.6	97,789	26,540	4,243	6,486	1,896	21,674	3,269
Sagadahoc	32.9	.0135	31.6	10.5	18.6	19.4	24.2	11.9	157,840	43,860	13,402	3,781	2,526	50,351	5,377
Somerset	46.6	.0192	33.0	8.7	16.2	19.3	27.4	16.5	247,808	73,856	18,748	12,929	11,562	50,112	9,604
Waldo	30.9	.0127	32.2	9.3	17.6	18.9	26.2	11.3	96,807	25,849	11,116	6,006	3,344	17,697	3,063
Washington	35.6	.0146	34.0	9.7	15.3	18.0	30.5	13.2	132,302	54,113	12,239	7,826	5,279	18,496	5,445
York	159.6	.0657	32.8	9.8	17.8	18.5	27.6	59.6	844,842	198,372	102,085	39,056	27,540	179,977	25,286
TOTAL METRO COUNTIES	**467.9**	**.1924**	**32.2**	**12.2**	**17.4**	**18.6**	**26.6**	**173.7**	**4,119,571**	**875,914**	**357,562**	**432,240**	**114,438**	**895,499**	**106,689**
TOTAL STATE	**1,182.4**	**.4862**	**32.7**	**10.9**	**17.1**	**18.7**	**27.3**	**436.9**	**8,049,992**	**1,821,980**	**713,846**	**719,460**	**239,630**	**1,795,543**	**230,525**

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(SEE PAGE B-26)

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MAINE
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BANGOR	**1,414,710**	**22,006**	**26.0**	**29.3**	**15.4**	**9.8**	**.0553**
Penobscot	1,414,710	22,006	26.0	29.3	15.4	9.8	.0553
• Bangor	342,446	19,680	28.5	26.5	12.1	10.7	.0190
SUBURBAN TOTAL	1,072,264	22,793	25.2	30.2	16.5	9.5	.0363
LEWISTON - AUBURN	**1,040,377**	**21,028**	**27.6**	**30.0**	**14.0**	**8.6**	**.0389**
Androscoggin	1,040,377	21,028	27.6	30.0	14.0	8.6	.0389
• Auburn	246,673	20,664	27.0	28.1	13.9	9.7	.0113
• Lewiston	409,719	19,251	29.5	27.6	12.4	8.2	.0157
SUBURBAN TOTAL	383,985	23,042	26.0	34.1	15.9	8.2	.0119
PORTLAND	**2,910,345**	**24,719**	**23.6**	**28.9**	**17.0**	**14.2**	**.1180**
Cumberland	2,910,345	24,719	23.6	28.9	17.0	14.2	.1180
• Portland	780,450	19,908	27.5	25.9	13.4	10.5	.0331
SUBURBAN TOTAL	2,129,895	27,010	21.8	30.4	18.6	15.9	.0849
OTHER COUNTIES							
Aroostook	777,035	19,224	30.5	29.6	10.9	7.2	.0293
Franklin	308,957	21,318	27.8	28.8	14.8	9.7	.0101
Hancock	481,626	20,496	28.7	29.3	12.9	9.0	.0179
Kennebec	1,247,530	22,437	25.9	30.9	15.4	9.8	.0472
Knox	323,371	16,972	33.6	25.9	9.4	5.7	.0128
Lincoln	322,167	22,534	25.3	29.5	15.0	11.3	.0112
Oxford	514,434	20,335	29.2	29.8	13.0	8.1	.0181
Piscataquis	162,282	19,236	32.2	30.5	13.2	4.3	.0061
Sagadahoc	337,403	21,911	27.3	31.4	15.2	8.3	.0116
Somerset	405,090	18,307	30.5	29.7	10.6	5.4	.0157
Waldo	279,311	18,914	31.0	29.9	11.3	5.6	.0092
Washington	290,969	15,647	31.6	24.7	9.1	4.8	.0104
York	1,834,900	24,059	24.2	31.8	17.8	10.2	.0612
TOTAL METRO COUNTIES	**5,365,432**	**23,077**	**25.1**	**29.3**	**15.9**	**11.8**	**.2122**
TOTAL STATE	**12,650,507**	**21,695**	**26.8**	**29.7**	**14.7**	**9.7**	**.4730**

MARYLAND

MD.
S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
BALTIMORE	**2,306.1**	**.9483**	**32.6**	**11.4**	**18.4**	**20.5**	**25.1**	**836.6**
Anne Arundel	418.4	.1721	31.1	12.5	19.3	22.6	19.9	141.3
• Annapolis	34.1	.0140	32.2	12.5	20.3	18.5	25.9	13.8
Baltimore	670.1	.2755	34.1	11.4	18.2	20.5	27.9	256.3
Baltimore city	759.5	.3123	32.7	12.0	17.2	17.2	28.9	282.3
• Baltimore	759.5	.3123	32.7	12.0	17.2	17.2	28.9	282.3
Carroll	115.5	.0475	32.4	9.7	18.4	23.0	22.2	38.4
Harford	160.3	.0659	31.0	10.5	18.5	23.5	19.0	53.6
Howard	151.9	.0625	31.5	8.6	21.2	26.5	16.1	54.1
Queen Anne's	30.4	.0125	34.4	9.3	16.8	20.1	28.9	10.6
SUBURBAN TOTAL	1,512.5	.6220	32.6	11.1	18.8	22.2	23.2	540.5
CUMBERLAND	**104.5**	**.0429**	**35.9**	**10.5**	**14.4**	**18.9**	**32.2**	**39.3**
Allegany	76.8	.0315	37.0	10.9	13.7	18.8	33.9	29.1
• Cumberland	23.9	.0098	41.1	8.7	13.4	16.6	40.4	10.1
Mineral, W. Va.	*27.7*	*.0114*	*33.1*	*9.5*	*16.2*	*19.6*	*27.3*	*10.2*
SUBURBAN TOTAL	80.6	.0331	34.6	11.0	14.7	19.8	29.7	29.2
HAGERSTOWN	**114.6**	**.0471**	**33.7**	**11.5**	**17.0**	**19.8**	**28.1**	**41.1**
Washington	114.6	.0471	33.7	11.5	17.0	19.8	28.1	41.1

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**14,264,185**	**2,681,557**	**1,371,232**	**1,621,395**	**706,840**	**3,455,052**	**513,235**
Anne Arundel	2,534,556	427,237	221,153	295,821	125,531	762,108	58,181
• Annapolis	492,224	42,313	45,352	33,641	23,212	199,181	13,677
Baltimore	5,688,127	1,039,909	419,340	889,777	306,693	1,401,970	178,863
Baltimore city	3,775,658	732,202	543,616	236,216	184,807	659,298	209,964
• Baltimore	3,775,658	732,202	543,616	236,216	184,807	659,298	209,964
Carroll	498,542	120,438	35,990	25,939	13,008	174,852	18,314
Harford	905,157	186,551	75,345	85,030	27,502	275,711	30,464
Howard	752,198	141,776	63,063	86,782	45,696	158,815	14,646
Queen Anne's	109,947	33,444	12,725	1,830	3,603	22,298	2,803
SUBURBAN TOTAL	9,996,303	1,907,042	782,264	1,351,538	498,821	2,596,573	289,594
CUMBERLAND	**545,571**	**110,084**	**48,005**	**98,776**	**26,369**	**103,929**	**25,262**
Allegany	481,668	95,513	41,846	92,532	23,714	88,791	21,968
• Cumberland	213,125	46,884	11,841	28,257	11,594	45,705	9,008
Mineral, W. Va.	*63,903*	*14,571*	*6,159*	*6,244*	*2,655*	*15,138*	*3,294*
SUBURBAN TOTAL	332,446	63,200	36,164	70,519	14,775	58,224	16,254
HAGERSTOWN	**691,825**	**116,915**	**37,749**	**79,238**	**32,942**	**142,432**	**27,282**
Washington	691,825	116,915	37,749	79,238	32,942	142,432	27,282

MD. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Hagerstown	32.9	.0135	35.2	11.6	16.4	16.7	33.5	13.7	355,592	56,427	21,140	32,026	15,027	89,071	16,208
SUBURBAN TOTAL	81.7	.0336	33.2	11.5	17.2	21.1	25.8	27.4	336,233	60,488	16,609	47,212	17,915	53,361	11,074
OTHER COUNTIES															
☐ Calvert	43.6	.0179	30.9	8.7	18.6	21.2	21.2	14.2	107,384	32,754	14,551	7,032	2,180	16,466	4,247
Caroline	24.8	.0102	34.3	9.4	15.7	19.1	29.8	9.0	58,642	21,440	2,976	1,971	2,093	13,201	3,356
☐ Cecil	67.1	.0276	31.7	9.7	17.1	20.8	23.6	22.8	319,283	57,096	26,025	16,237	7,470	81,565	7,639
☐ Charles	89.5	.0368	29.1	9.9	18.4	23.6	15.5	27.5	318,420	85,140	25,130	11,752	10,849	70,809	41,392
Dorchester	30.7	.0126	36.7	9.4	15.0	18.7	33.6	11.4	182,872	33,311	8,085	6,048	5,021	28,904	7,505
☐ Frederick	134.6	.0554	31.4	10.5	19.3	21.4	21.6	45.4	771,251	169,330	65,187	94,546	31,197	193,505	16,936
• Frederick	33.9	.0139	32.2	12.9	20.5	16.1	28.1	13.3	537,027	135,372	41,490	77,803	21,673	128,751	12,152
Garrett	28.8	.0118	32.2	10.1	15.8	19.2	26.4	9.9	136,742	23,659	7,568	12,547	4,503	51,146	6,240
Kent	17.0	.0070	35.7	12.7	14.4	18.3	32.6	6.5	94,276	30,254	10,604	7,098	1,725	19,094	2,695
☐ Montgomery	653.1	.2685	33.9	9.5	18.5	23.7	24.4	245.7	4,053,328	1,051,753	445,041	743,198	481,239	1,684,030	183,700
Rockville	48.0	.0197	31.9	10.3	19.0	24.3	19.8	16.6	[illegible]	130,193	62,990	43,564	90,560	233,998	15,085
☐ Prince George's	679.1	.2792	29.7	13.5	20.7	22.1	17.0	240.2	[illegible]	1,024,023	430,933	644,207	289,198	1,436,192	157,501
St. Mary's	67.4	.0277	28.3	13.3	18.9	19.6	17.7	22.3	[illegible]	60,927	25,313	10,815	12,573	54,531	9,329
Somerset	19.4	.0080	35.2	11.9	14.0	17.2	33.0	6.8	61,924	[illegible]	4,104	2,282	1,712	8,132	4,077
Talbot	27.2	.0112	38.6	8.9	15.1	18.6	36.3	11.1	242,648	46,783	23,766	4,490	11,441	62,351	9,255
Wicomico	70.3	.0289	33.4	11.9	16.8	19.7	27.6	25.9	581,718	88,810	46,528	83,904	33,949	164,680	12,274
Worcester	36.2	.0149	35.4	10.2	16.1	19.0	31.6	14.2	350,473	71,725	80,686	14,872	15,571	71,827	13,337
TOTAL METRO COUNTIES	**4,164.5**	**1.7123**	**32.2**	**11.3**	**18.7**	**21.3**	**23.5**	**1,502.6**	**28,260,521**	**5,314,081**	**2,457,694**	**3,310,137**	**1,585,629**	**7,168,842**	**973,900**
TOTAL STATE	**4,486.3**	**1.8446**	**32.3**	**11.3**	**18.4**	**21.2**	**23.9**	**1,619.7**	**30,205,991**	**5,718,377**	**2,667,324**	**3,454,164**	**1,674,217**	**7,642,708**	**1,041,968**

IF YOU THINK BALTIMORE IS JUST A HASH SLINGING, TRUCK DRIVING, ARCHIE BUNKER KIND OF TOWN, YOU'RE MISSING A MARKET THAT EATS GOURMET, DRIVES TURBO AND TRAVELS FOUR STAR.

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The fact is, we're the most efficient way of reaching the people you want. (In other words, the people who spend money.) We're also one of the few newspapers that can present your image in living, breathing color. And when we say "color," we're talking about the kind of depth and reproduction you usually expect from slick magazines.

So, the decision's up to you. You can either get in on the market *now* before your competition discovers us. Or, you can kick yourself later for letting one of life's few golden opportunities slip up, up and away.

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THE BALTIMORE SUN

MD.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BALTIMORE	**28,921,343**	**28,227**	**19.3**	**27.1**	**19.4**	**18.7**	**.9644**
Anne Arundel	5,610,320	33,402	15.8	28.2	22.9	24.0	.1800
• Annapolis	468,275	25,996	20.6	28.5	15.9	18.7	.0207
Baltimore	9,638,154	31,274	17.9	29.3	21.7	20.9	.3323
Baltimore city	7,479,154	19,377	24.2	24.6	13.3	10.8	.2646
• Baltimore	7,479,154	19,377	24.2	24.6	13.3	10.8	.2646
Carroll	1,360,372	30,408	18.1	30.1	24.3	16.4	.0425
Harford	1,996,518	31,819	17.7	27.9	23.6	20.4	.0650
Howard	2,523,524	41,876	11.8	21.6	23.6	37.1	.0701
Queen Anne's	313,301	23,841	24.3	30.1	16.0	11.9	.0099
SUBURBAN TOTAL	20,973,914	32,616	16.7	28.2	22.6	22.9	.6791
CUMBERLAND	**1,018,109**	**20,221**	**26.2**	**28.9**	**13.6**	**8.1**	**.0368**
Allegany	785,592	21,178	25.6	28.5	14.6	9.3	.0293
• Cumberland	252,318	18,469	26.4	25.4	12.6	8.5	.0105
Mineral, W. Va.	*232,517*	*18,213*	*28.2*	*29.4*	*10.7*	*4.7*	*.0075*
SUBURBAN TOTAL	765,791	20,804	26.2	30.0	13.9	8.0	.0263
HAGERSTOWN	**1,206,409**	**23,623**	**23.0**	**29.8**	**17.3**	**11.2**	**.0437**
Washington	1,206,409	23,623	23.0	29.8	17.3	11.2	.0437
• Hagerstown	324,690	18,282	27.9	26.9	12.1	6.5	.0154
SUBURBAN TOTAL	881,719	26,743	20.6	31.2	19.9	13.5	.0283
OTHER COUNTIES							
☐ Calvert	493,276	30,517	17.7	28.4	21.2	19.4	.0139
Caroline	210,018	18,713	27.4	29.1	12.2	5.4	.0068
☐ Cecil	754,362	27,544	20.6	30.6	19.6	15.4	.0246
☐ Charles	1,010,139	33,106	15.1	27.3	25.7	20.6	.0308
Dorchester	296,534	19,872	27.7	28.2	12.4	9.0	.0111
☐ Frederick	1,638,120	30,697	18.6	28.2	21.8	19.8	.0543
• Frederick	424,922	25,924	21.9	29.3	19.0	14.2	.0208
Garrett	279,815	22,092	25.8	29.7	15.5	9.7	.0099
Kent	178,361	20,310	27.5	26.6	13.3	10.8	.0063
☐ Montgomery	13,121,366	44,874	11.3	20.4	18.4	43.8	.3967
Rockville	833,270	43,866	10.7	19.5	20.3	41.8	.0333
☐ Prince George's	10,273,670	35,944	14.7	26.3	21.0	30.5	.3350
St. Mary's	806,895	30,020	19.6	26.8	20.8	20.7	.0239
Somerset	176,578	19,515	28.5	27.3	11.8	9.8	.0058
Talbot	379,745	25,124	22.9	27.6	15.8	17.8	.0136
Wicomico	740,722	22,384	24.8	29.0	16.2	10.4	.0301
Worcester	347,083	18,438	30.2	27.4	11.0	7.5	.0158
TOTAL METRO COUNTIES	**58,204,277**	**31,413**	**17.4**	**26.1**	**19.5**	**24.3**	**1.8927**
TOTAL STATE	**61,620,028**	**30,687**	**17.9**	**26.3**	**19.2**	**23.5**	**2.0160**

MASSACHUSETTS

MASS.
S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,724.2**	**1.5312**	**33.1**	**12.1**	**17.9**	**19.2**	**27.5**	**1,389.3**
Essex	652.2	.2681	34.4	10.2	16.7	19.2	29.8	247.1
• Gloucester	28.4	.0117	34.5	9.9	17.9	18.1	31.1	11.4
• Haverhill	48.1	.0198	33.8	10.7	16.7	16.6	31.3	18.6
• Lawrence	65.4	.0269	32.3	11.3	16.5	14.4	31.1	25.8
• Lynn	80.4	.0331	34.9	10.5	16.1	16.7	33.1	32.7
Peabody	46.5	.0191	35.1	10.1	15.8	21.6	28.5	16.9
• Salem	38.9	.0160	34.3	13.5	17.8	16.2	32.5	16.1
Middlesex	1,371.7	.5640	33.1	12.2	18.5	19.7	26.7	502.4
Arlington	45.4	.0187	36.5	10.0	19.5	18.0	34.0	18.4
• Cambridge	92.3	.0380	30.6	20.5	27.3	15.3	22.7	39.4
• Framingham	64.9	.0267	33.3	12.6	18.6	20.6	26.3	25.1
• Lowell	93.6	.0385	31.3	14.4	16.1	15.5	28.5	34.8

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**30,511,219**	**5,399,968**	**3,880,022**	**3,220,850**	**1,357,675**	**6,478,977**	**961,836**
Essex	5,724,013	952,550	679,670	635,503	195,120	1,538,019	153,369
• Gloucester	220,131	47,044	31,209	4,285	6,476	60,406	9,887
• Haverhill	383,683	70,371	37,058	18,183	21,568	119,244	10,876
• Lawrence	399,381	39,639	32,668	16,766	16,665	148,459	15,628
• Lynn	675,157	95,203	46,775	6,406	22,134	366,016	19,386
Peabody	524,762	68,250	39,857	160,297	16,760	61,158	10,188
• Salem	447,830	96,758	45,846	38,140	20,054	77,840	9,136
Middlesex	10,854,951	1,970,434	1,233,882	1,209,025	571,947	2,394,103	347,587
Arlington	248,845	40,287	18,586	868	9,432	114,164	9,452
• Cambridge	965,540	177,588	166,919	170,412	70,500	88,793	34,055
• Framingham	804,284	90,104	104,112	128,632	50,922	218,348	19,315
• Lowell	614,331	92,735	55,651	79,798	26,371	207,267	23,591

The Most Cost-Efficient Paper In New England.

That's The Enterprise. The only daily newspaper serving Plymouth, Norfolk and Bristol counties, exclusively, seven days a week, 365 days a year. We call it Metro South, and it's on the move, growing by leaps and bounds while the population in the rest of Massachusetts has been on the decline. In the past ten years, the area has added 130,000 people to its population while Massachusetts in general has decreased by over 35,000. What's more, Metro South boasts a roster of 550,300 households, 44% of which earn over $35,000 a year. That's a buying power of more than $20.5 billion! And it costs only $8.73 to reach 1,000 members of this prime target audience through The Enterprise. That's quite a buy! No wonder advertisers keep coming back for more.

Don't miss your chance to be a part of the most cost-efficient paper in New England! Put your advertising where it's most effective—in The Enterprise.

$\$8^{73}$*
CPM

SOURCE:
S&MM 1986/1987
S&MM Respective Years
SRDS May 12, 1986
Circulation '85/'86

*Based on a 31½" ad in Sunday Enterprise

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Better Buy...The Better Enterprise
The Enterprise
60 Main Street, P.O. Box 1450, Brockton, MA 02403
(617) 586-6200 or toll free 1-800-462-5569

There's more to Boston than the bean and the globe.

The Patriot Ledger

- #1 in circulation (90,518) among Mass. evening papers
- #1 in classified advertising among New England daily papers
- #1 in retail advertising among Mass. daily papers

Source: ABC Publisher's statement 3/31/87 NENA Linage Report 12/31/86
S&MM Survey of Buying Power 1986

Serving Norfolk and Plymouth Counties (MA)...
First and fifth, respectively, in Massachusetts in per household income.

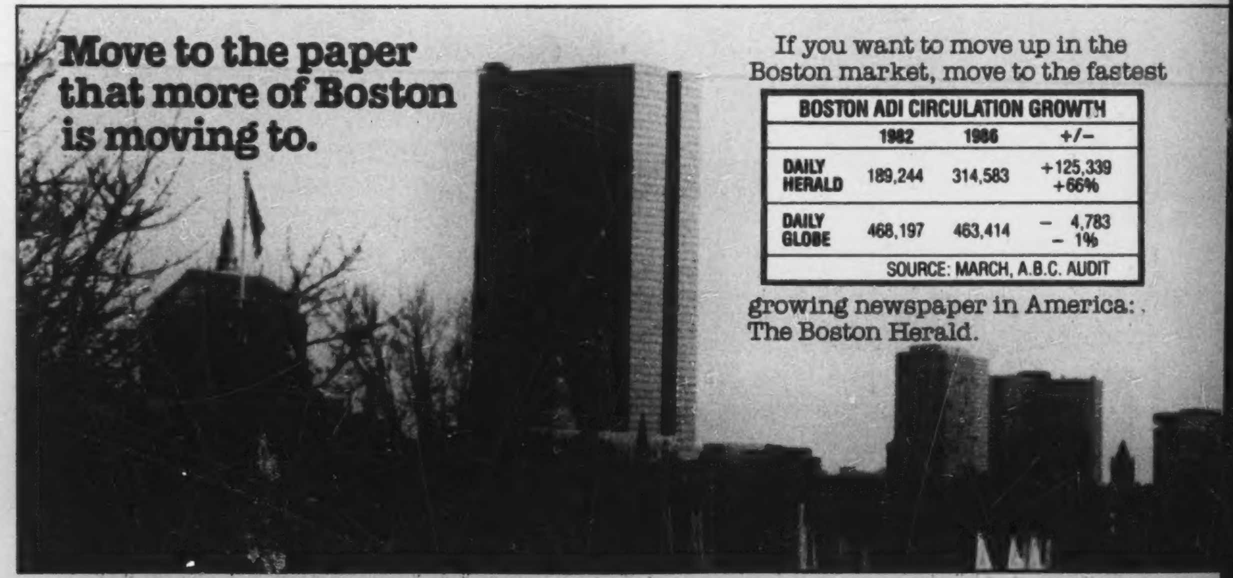
The Patriot Ledger
150 Years Old... New Every Day!

Serving the communities south of Boston. It's an area we call Ledger Land.
13 Temple St., Quincy, MA 02169 (617) 786-7000
Represented nationally by Landon Associates

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Malden	53.7	.0221	34.7	10.9	18.4	16.7	32.8	21.9	315,494	90,955	31,030	13,926	11,186	86,105	7,482
Medford	57.3	.0236	35.0	13.4	16.0	17.2	32.7	20.9	448,690	84,222	29,891	33,717	11,552	103,098	21,237
Newton	82.3	.0338	35.3	12.3	18.0	19.7	30.7	29.3	933,451	133,600	106,046	110,604	122,756	156,748	26,094
Somerville	75.8	.0312	32.4	15.4	20.7	16.0	28.6	30.6	428,535	88,832	46,796	44,473	6,120	63,822	14,106
• Waltham	57.7	.0237	32.5	17.5	18.9	17.1	28.1	21.5	534,987	100,930	82,369	35,088	51,976	68,440	27,049
Norfolk	**607.9**	**.2500**	**34.5**	**11.0**	**16.7**	**20.2**	**29.1**	**221.3**	**5,698,539**	**1,010,955**	**543,464**	**535,879**	**253,272**	**1,315,605**	**187,590**
Brookline	53.4	.0220	34.9	12.6	23.7	17.3	32.5	24.5	370,259	99,593	59,700	6,755	23,975	72,095	14,216
Quincy	83.8	.0345	36.6	11.8	17.3	16.9	34.9	35.2	748,063	173,820	75,365	32,785	27,419	130,938	43,442
Weymouth	54.5	.0224	33.4	11.7	17.2	19.0	28.3	20.3	418,444	107,457	32,238	20,692	15,467	79,410	15,701
Plymouth	**431.6**	**.1774**	**31.9**	**9.5**	**17.5**	**20.5**	**24.0**	**148.3**	**2,923,889**	**549,463**	**317,575**	**254,753**	**104,123**	**738,179**	**80,506**
• Brockton	96.7	.0398	31.8	10.9	17.0	18.3	26.2	35.0	904,754	173,332	94,794	111,484	28,184	180,804	26,766
Suffolk	**660.8**	**.2717**	**31.9**	**16.4**	**19.9**	**16.3**	**27.5**	**270.2**	**5,309,827**	**916,566**	**1,105,431**	**585,690**	**233,213**	**493,071**	**192,784**
• Boston	572.5	.2354	31.4	17.2	20.5	16.1	26.5	234.6	4,693,893	796,563	1,033,759	532,715	204,321	408,866	161,545
Revere	43.4	.0178	36.9	11.4	16.7	18.4	34.0	17.6	330,389	78,782	43,602	23,772	15,418	42,621	17,303
SUBURBAN TOTAL	2,485.3	1.0216	33.8	10.5	17.4	20.5	27.4	894.3	19,867,248	3,619,701	2,148,862	2,078,941	838,504	4,534,494	604,602
NEW BEDFORD - FALL RIVER - ATTLEBORO	**493.3**	**.2028**	**33.8**	**10.3**	**16.0**	**18.5**	**29.6**	**180.2**	**3,771,176**	**1,019,436**	**318,170**	**358,318**	**133,085**	**796,808**	**99,985**
Bristol	**493.3**	**.2028**	**33.8**	**10.3**	**16.0**	**18.5**	**29.6**	**180.2**	**3,771,176**	**1,019,436**	**318,170**	**358,318**	**133,085**	**796,808**	**99,985**
• Attleboro	34.8	.0143	32.8	10.6	16.7	19.2	27.2	12.0	418,073	55,948	30,069	49,681	8,089	72,890	7,521
• Fall River	93.5	.0384	35.5	10.2	14.6	15.9	34.7	36.5	597,819	161,994	49,635	44,821	38,373	128,228	21,696



Move to the paper that more of Boston is moving to.

If you want to move up in the Boston market, move to the fastest

BOSTON ADI CIRCULATION GROWTH	1982	1986	+/-
DAILY HERALD	189,244	314,583	+125,339 +66%
DAILY GLOBE	468,197	463,414	– 4,783 – 1%

SOURCE: MARCH, A.B.C. AUDIT

growing newspaper in America: The Boston Herald.

THE NEW
band
FREEDOM

Boston Area Newspaper Dailies

There's a new freedom in Boston.

It's the new BAND rate structure offering flexibility of their newspaper network purchase in the Boston ADI.

Select any combination of the BAND network markets and custom-tailor your newspaper buy.

The Boston ADI. Boston MSA. New Hampshire. Or specific key markets.

The minimum circulation is 300,000; the maximum is 576,429 (27% ADI household coverage). The only limitation is your buy must fit within six (6) circulation/discount levels.

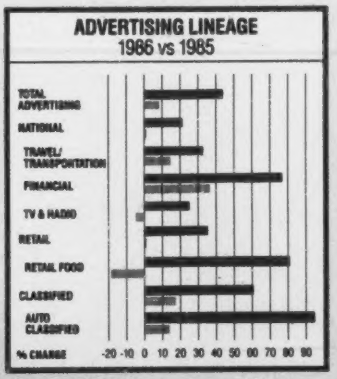
Call your Landon representative and learn about your new freedom in Boston.

In Boston call Frank Chicko
(617) 337-8562

TURN TO
LANDON
FOR RESULTS
(See page B-26)

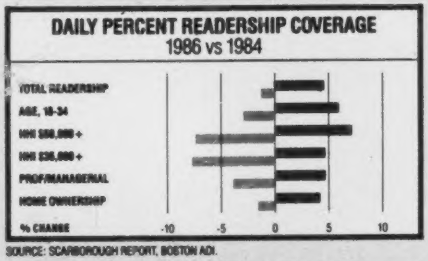
MASS. (cont.) S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986							
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• New Bedford	99.0	.0407	35.4	10.6	14.8	16.1	34.4	39.0	626,309	157,256	60,138	37,794	30,880	116,790	24,005
Taunton	46.8	.0192	33.4	10.9	16.8	18.1	29.2	17.1	262,388	79,882	17,891	26,021	11,924	47,562	9,008
SUBURBAN TOTAL	266.0	.1094	33.0	10.1	17.0	20.2	26.4	92.1	2,128,975	644,238	178,328	226,022	55,743	478,900	46,763
PITTSFIELD	**142.8**	**.0587**	**35.0**	**11.2**	**15.4**	**18.1**	**31.9**	**54.9**	**1,149,121**	**270,217**	**114,063**	**106,046**	**30,578**	**228,862**	**34,349**
Berkshire	142.8	.0587	35.0	11.2	15.4	18.1	31.9	54.9	1,149,121	270,217	114,063	106,046	30,578	228,862	34,349
• Pittsfield	50.4	.0207	35.1	9.7	15.7	17.9	32.2	20.0	520,544	111,742	41,048	71,737	18,733	121,802	16,208
SUBURBAN TOTAL	92.4	.0380	34.9	12.1	15.4	18.3	31.6	34.9	628,577	158,475	73,015	34,309	11,845	107,060	18,141
SPRINGFIELD	**589.8**	**.2425**	**32.6**	**13.9**	**16.6**	**17.5**	**28.5**	**216.0**	**4,213,284**	**894,116**	**447,113**	**532,479**	**165,075**	**823,460**	**133,531**
Hampden	444.9	.1829	33.8	11.1	16.1	18.0	30.1	167.2	3,562,394	724,338	357,223	495,037	146,788	712,165	110,573
Chicopee	56.9	.0234	35.4	11.0	15.7	17.3	33.2	22.2	398,967	96,621	46,086	44,819	10,291	92,349	12,059
• Holyoke	43.2	.0178	35.2	10.5	14.1	15.5	34.7	17.0	463,014	63,516	34,244	132,895	24,929	61,971	13,576
• Springfield	151.0	.0621	32.5	12.5	16.3	15.6	30.3	57.8	1,425,874	279,152	145,289	203,514	62,409	296,673	38,910
• Westfield	37.1	.0153	32.2	13.8	16.7	18.2	27.1	13.3	304,559	79,390	29,568	45,870	5,634	66,167	11,247
Hampshire	144.9	.0596	29.2	22.5	18.2	16.1	23.4	48.8	650,890	169,778	89,890	37,442	18,287	111,295	22,958
• Northampton	29.9	.0123	32.1	17.8	19.8	15.5	28.8	10.9	227,406	48,721	30,106	13,235	5,813	59,598	8,329
SUBURBAN TOTAL	328.6	.1350	32.4	14.7	16.7	18.8	27.0	117.0	1,792,431	423,337	207,906	136,965	66,290	339,051	61,469
WORCESTER - FITCHBURG - LEOMINSTER	**664.8**	**.2734**	**33.2**	**11.5**	**16.5**	**18.2**	**28.9**	**242.9**	**4,209,033**	**795,612**	**449,353**	**527,586**	**152,421**	**883,308**	**153,419**
Worcester	664.8	.2734	33.2	11.5	16.5	18.2	28.9	242.9	4,209,033	795,612	449,353	527,586	152,421	883,308	153,419
• Fitchburg	40.3	.0166	32.9	15.1	14.7	15.4	31.6	15.3	278,266	44,248	24,728	62,096	8,271	64,417	11,465

Since 1982 Boston Herald circulation has grown by 66%. Advertising revenue has increased over 180%. And classified advertising has risen over 60%.



SOURCE: MEDIA RECORDS, NEUSTADT REPORTS, (ADVERTISING CHECKING BUREAU)

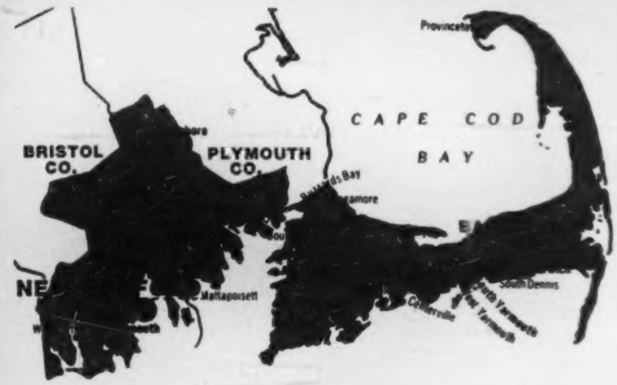
As Boston grows, so grows The Boston Herald.



SOURCE: SCARBOROUGH REPORT, BOSTON ADI.

To find out how The Herald can make things move for you, call Jim Blinn, Associate Publisher at **(617) 426-3000.**

Boston Moves to the Herald



Represented by Branham Newspaper Sales

CAPE COD-NEW BEDFORD UNIT

Ranking as 68th largest Metropolitan population market in the U.S.

- 110,328* daily circulation
- 122,069* Sunday circulation
- 12% discount - 1 order - 1 bill

*Includes mid-Cape total market distribution plan

New Bedford STANDARD TIMES · Cape Cod TIMES

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Leominster	35.2	.0145	33.0	11.3	16.7	18.8	27.9	13.4	256,548	38,014	27,153	48,706	14,009	37,683	8,328
• Worcester	162.1	.0666	33.9	14.8	15.2	15.1	33.3	61.6	1,267,254	209,136	136,033	124,336	54,293	354,830	42,737
SUBURBAN TOTAL	427.2	.1757	33.0	10.0	17.2	19.6	27.0	152.6	2,406,965	504,214	261,439	292,448	75,848	426,378	90,889
OTHER COUNTIES															
Barnstable	176.3	.0725	39.6	8.0	15.4	16.7	38.9	72.7	1,826,300	348,371	251,441	151,614	68,456	334,048	53,962
Dukes	10.9	.0045	36.2	7.4	20.7	16.9	34.6	5.0	144,176	41,386	21,872	909	2,170	20,659	3,437
Franklin	68.0	.0280	33.5	10.3	19.2	17.7	29.3	26.8	386,804	95,117	47,056	23,121	8,888	96,516	9,418
Nantucket	5.9	.0024	36.8	8.2	20.3	18.1	34.2	2.6	122,843	26,054	23,005	1,442	2,800	5,382	5,109
TOTAL METRO COUNTIES	**5,614.9**	**2.3086**	**33.2**	**12.0**	**17.6**	**18.8**	**28.0**	**2,083.3**	**43,853,833**	**8,379,349**	**5,208,721**	**4,745,279**	**1,838,834**	**9,211,415**	**1,383,120**
TOTAL STATE	**5,876.2**	**2.4160**	**33.3**	**11.9**	**17.5**	**18.7**	**28.4**	**2,190.4**	**46,333,956**	**8,890,277**	**5,552,095**	**4,922,365**	**1,921,148**	**9,668,020**	**1,455,046**

The Globe DELIVERS THE METRO-BOSTONIANS YOU WANT TO REACH.

Latest **Scarborough** data show a schedule in The Boston Globe covering your prime targets so well, you really don't need anything else!

College Grads	
DAILY	85%
SUNDAY	89

Employment Income 35,000 +	
DAILY	85%
SUNDAY	90

Employment Income $50,000 +	
DAILY	91%
SUNDAY	93

Managers	
DAILY	81%
SUNDAY	85

Professionals	
DAILY	77%
SUNDAY	85

Own Home	
DAILY	66%
SUNDAY	73

The Boston Globe
Boston, MA 02107 (617) 929-2200
Represented nationally by Million Market Newspapers, Inc./Times Mirror National Marketing

Source:
Scarborough, Boston CMSA, 1986; 4-issue daily, 5-issue Sunday cumes

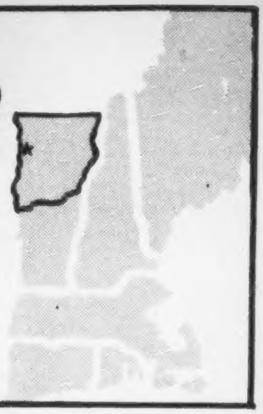
What's the second strongest newspaper in New England?

The Burlington Free Press ranks second in percentage of state coverage.

25% of all Vermont families read The Burlington Free Press, making it No. 2 in New England in percentage of state coverage. In the Greater Burlington area, with nearly one-fourth of the state's total population, coverage jumps to 68%. So if you want a newspaper that's the second strongest in all of New England, look to The Burlington Free Press.

The Burlington Free Press

Burlington, VT 05401
802-863-3441
A Gannett Newspaper



MASS.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**57,664,154**	**31,333**	**17.6**	**24.0**	**18.9**	**25.3**	**1.8931**
Essex	**9,737,411**	**30,087**	**18.0**	**24.3**	**18.9**	**23.3**	**.3331**
• Gloucester	413,945	25,697	22.2	25.8	16.3	18.4	.0138
• Haverhill	632,902	25,672	22.0	25.2	18.6	16.6	.0224
• Lawrence	734,345	20,522	23.6	24.0	15.3	11.6	.0258
• Lynn	1,050,815	24,148	21.6	25.6	16.9	15.2	.0380
Peabody	707,316	34,558	14.4	24.0	23.0	26.2	.0263
• Salem	553,067	25,609	21.3	26.4	17.8	16.9	.0216
Middlesex	**22,816,706**	**34,777**	**15.7**	**23.3**	**19.8**	**29.9**	**.7160**
Arlington	818,818	35,760	15.7	23.5	20.5	30.7	.0225
• Cambridge	1,462,449	24,045	22.9	26.7	14.6	17.0	.0517
• Framingham	1,167,602	35,694	14.6	24.4	18.6	32.3	.0413
• Lowell	1,164,512	24,895	22.5	26.1	17.8	15.4	.0397
Malden	790,984	27,543	20.9	25.6	18.8	19.2	.0241
Medford	832,970	31,633	16.6	24.6	20.0	24.6	.0278
Newton	1,741,123	44,789	12.0	18.6	18.1	43.8	.0549
Somerville	1,006,556	25,085	21.7	27.3	17.5	15.1	.0318
• Waltham	901,345	32,211	16.3	25.7	20.0	25.3	.0307
Norfolk	**10,237,683**	**36,129**	**14.7**	**22.9**	**20.6**	**31.1**	**.3375**
Brookline	1,139,177	31,690	17.5	24.3	16.5	28.6	.0310
Quincy	1,284,730	28,749	18.9	26.0	19.2	20.5	.0436
Weymouth	823,368	32,592	16.1	25.3	20.4	25.8	.0268
Plymouth	**5,713,692**	**30,425**	**18.2**	**26.6**	**20.8**	**21.0**	**.1907**
• Brockton	1,143,310	24,833	20.9	26.4	18.2	14.4	.0455
Suffolk	**9,158,662**	**22,942**	**22.8**	**24.5**	**14.8**	**16.3**	**.3158**

Union-News

The Morning Union | The Daily News

Here's Where One Head Is Better Than Two.

It's in Springfield, Massachusetts, and it happened on June 1.

That's when the two Springfield dailies—The Morning Union and the evening Daily News—became one all-day newspaper. And the name on its masthead is—what else?—the Union-News.

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Union-News

Sunday Republican

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MASS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group				Buying Power Index
			A	B	C	D	
• Boston	7,936,265	22,566	23.1	24.6	14.3	16.0	.2756
Revere	620,682	27,230	20.7	24.4	19.2	18.9	.0207
SUBURBAN TOTAL	40,503,597	35,308	15.2	23.4	20.5	29.9	1.2870
NEW BEDFORD - FALL RIVER - ATTLEBORO	**5,696,823**	**24,210**	**22.1**	**28.4**	**17.4**	**12.7**	**.2128**
• Bristol	5,696,823	24,210	22.1	28.4	17.4	12.7	.2128
• Attleboro	447,716	27,688	20.9	29.3	20.1	15.9	.0189
• Fall River	921,662	18,548	26.5	27.9	12.4	6.4	.0353
• New Bedford	1,002,885	18,373	26.6	26.3	12.3	7.7	.0377
Taunton	538,753	24,600	22.0	29.7	17.4	12.5	.0182
SUBURBAN TOTAL	3,324,560	28,963	18.6	29.4	21.2	16.9	.1209
PITTSFIELD	**1,842,708**	**24,923**	**22.3**	**28.2**	**17.2**	**14.8**	**.0660**
Berkshire	1,842,708	24,923	22.3	28.2	17.2	14.8	.0660
• Pittsfield	672,520	25,076	21.8	27.1	16.0	16.7	.0260
SUBURBAN TOTAL	1,170,188	24,841	22.6	28.7	17.9	13.8	.0400
SPRINGFIELD	**7,172,438**	**24,950**	**21.5**	**27.8**	**17.8**	**14.3**	**.2544**
Hampden	5,461,820	24,739	21.3	27.3	17.7	14.4	.2006
Chicopee	673,726	23,742	21.9	28.5	18.0	11.7	.0241
• Holyoke	488,342	19,545	23.9	24.4	13.8	10.9	.0212

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group				Buying Power Index
			A	B	C	D	
• Springfield	1,646,606	20,916	23.8	26.6	14.7	10.7	.0690
• Westfield	461,656	27,692	19.4	30.2	20.7	14.6	.0170
Hampshire	1,710,618	25,634	22.3	29.1	18.2	14.0	.0538
• Northampton	364,485	22,910	23.4	27.6	15.2	13.2	.0132
SUBURBAN TOTAL	4,211,349	27,846	20.0	28.5	19.9	16.7	.1340
WORCESTER - FITCHBURG - LEOMINSTER	**8,783,148**	**27,915**	**19.9**	**26.9**	**19.6**	**18.0**	**.2875**
Worcester	8,783,148	27,915	19.9	26.9	19.6	18.0	.2875
• Fitchburg	479,563	23,024	23.7	26.5	16.8	12.7	.0170
• Leominster	453,376	26,761	20.2	29.2	19.5	14.7	.0157
• Worcester	2,003,848	22,888	23.0	26.4	15.6	14.0	.0727
SUBURBAN TOTAL	5,846,361	30,635	18.2	27.1	21.4	20.4	.1821
OTHER COUNTIES							
Barnstable	2,524,454	25,468	23.5	28.2	17.1	16.4	.0939
Dukes	155,457	22,110	27.9	29.1	13.3	12.9	.0065
Franklin	802,386	22,771	25.1	29.6	16.6	10.0	.0270
Nantucket	107,379	30,868	18.3	29.0	21.9	19.5	.0048
TOTAL METRO COUNTIES	**81,159,271**	**29,232**	**18.7**	**25.2**	**18.7**	**22.0**	**2.7138**
TOTAL STATE	**84,748,947**	**28,977**	**19.1**	**25.3**	**18.6**	**21.6**	**2.8460**

MICHIGAN

MICH.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANN ARBOR	**270.2**	**.1111**	**28.3**	**19.9**	**23.3**	**17.9**	**16.6**	**98.6**	**1,879,430**	**265,881**	**194,491**	**284,846**	**119,726**	**438,939**	**63,934**
Washtenaw	270.2	.1111	28.3	19.9	23.3	17.9	16.6	98.6	1,879,430	268,881	194,491	284,846	119,726	438,939	63,934
• Ann Arbor	106.0	.0436	27.0	27.2	25.2	15.5	14.5	39.8	953,692	125,792	106,317	147,834	71,470	172,972	33,522
SUBURBAN TOTAL	164.2	.0675	29.3	15.2	22.0	19.5	18.0	58.8	925,738	143,089	88,174	137,012	48,256	265,967	30,412
BATTLE CREEK	**137.4**	**.0565**	**32.7**	**10.7**	**16.6**	**19.2**	**27.0**	**51.7**	**775,288**	**133,400**	**82,043**	**131,616**	**28,002**	**172,875**	**35,020**
Calhoun	137.4	.0565	32.7	10.7	16.6	19.2	27.0	51.7	775,288	133,400	82,043	131,616	28,002	172,875	35,020
• Battle Creek	54.2	.0223	31.7	11.5	17.4	14.9	29.4	21.9	270,200	41,764	27,379	33,469	4,620	72,332	14,090
SUBURBAN TOTAL	83.2	.0342	33.4	10.1	16.2	22.0	25.4	29.8	505,088	91,636	54,664	98,147	23,382	100,543	20,930
BENTON HARBOR	**165.7**	**.0682**	**31.9**	**10.4**	**16.4**	**18.9**	**26.0**	**61.2**	**838,233**	**149,734**	**81,630**	**139,042**	**22,909**	**170,627**	**30,797**
Berrien	165.7	.0682	31.9	10.4	16.4	18.9	26.0	61.2	838,233	149,734	81,630	139,042	22,909	170,627	30,797
• Benton Harbor	14.5	.0060	23.0	11.1	13.8	14.2	18.8	4.7	207,066	13,819	16,190	58,263	6,089	61,199	3,009
SUBURBAN TOTAL	151.2	.0622	32.7	10.3	16.7	19.4	26.7	56.5	631,167	135,915	65,440	80,779	16,820	109,428	27,788
DETROIT	**4,358.7**	**1.7923**	**31.7**	**10.9**	**17.8**	**19.5**	**24.7**	**1,590.8**	**28,365,464**	**5,091,945**	**2,700,530**	**3,245,486**	**1,497,460**	**7,225,171**	**1,454,379**
Lapeer	74.2	.0305	29.2	9.8	18.0	21.3	18.3	23.4	234,223	49,474	15,657	16,299	4,887	80,169	12,199
Livingston	110.8	.0456	30.4	9.0	18.5	23.2	18.2	35.6	378,064	78,225	30,476	58,612	11,954	99,874	17,584
Macomb	701.5	.2884	31.5	11.3	17.5	21.2	22.7	247.2	5,215,366	890,670	463,161	619,131	250,186	1,487,944	268,701
Roseville	52.9	.0218	30.6	12.6	18.6	17.5	24.4	18.9	609,907	107,714	49,096	124,585	20,275	123,823	32,654
St. Clair Shores	72.8	.0299	36.3	11.3	14.9	19.2	32.5	27.3	378,228	80,786	49,338	29,018	14,750	81,530	27,268
Sterling Heights	112.1	.0461	29.6	9.2	20.6	24.0	14.8	37.1	980,527	107,769	56,597	247,046	23,643	320,458	44,573
Warren	154.6	.0636	33.6	12.4	14.3	22.6	25.5	54.8	1,268,324	247,481	144,190	99,895	77,085	331,186	61,220
Monroe	135.2	.0556	30.2	10.5	17.2	20.2	21.5	45.5	551,106	130,220	49,966	36,134	16,694	162,157	18,992
Oakland	1,020.4	.4196	32.4	10.4	18.4	21.2	24.0	379.5	9,299,618	1,457,064	872,983	1,094,258	562,041	2,467,040	445,526
Farmington Hills	64.7	.0266	34.0	9.9	17.0	23.5	24.7	24.0	492,103	47,275	55,292	24,593	17,224	240,570	9,549
• Pontiac	71.5	.0294	27.9	13.3	18.6	16.1	20.7	25.5	576,025	77,613	46,936	122,211	23,139	136,313	24,945
Royal Oak	67.4	.0277	34.1	10.7	20.4	17.3	30.7	28.5	569,783	71,705	41,615	61,371	63,010	167,221	15,544
Southfield	74.3	.0305	37.5	9.3	17.5	19.7	33.8	30.9	1,499,846	178,761	132,625	231,912	107,731	435,517	44,160
Troy	68.5	.0282	31.8	7.7	20.5	25.9	17.6	24.8	1,220,703	116,596	85,646	243,297	70,465	387,365	44,116
St. Clair	142.0	.0584	31.4	10.3	16.3	19.1	25.1	50.0	639,382	156,892	59,023	58,650	24,157	131,160	22,018
• Port Huron	34.3	.0141	31.1	12.8	16.0	15.8	28.0	13.4	324,011	56,332	31,810	26,532	19,663	65,011	7,530
Wayne	2,174.6	.8942	31.7	11.2	17.6	17.8	26.4	809.6	12,047,705	2,329,400	1,209,264	1,362,402	627,541	2,796,827	669,359
• Dearborn	86.7	.0356	38.5	10.5	15.5	16.9	37.2	35.2	1,230,124	117,980	94,914	205,631	103,152	288,605	56,477
Dearborn Heights	62.7	.0258	35.2	11.7	14.8	20.3	30.0	22.7	302,525	95,820	60,949	8,821	24,523	15,329	21,831
• Detroit	1,078.9	.4436	31.1	11.2	17.5	16.2	27.1	410.2	4,020,124	906,369	480,843	209,935	165,356	960,191	237,839
Lincoln Park	43.2	.0178	32.9	12.0	18.0	16.7	29.5	16.7	325,258	68,838	32,030	46,340	7,172	30,147	23,218
Livonia	100.1	.0412	34.3	10.7	14.6	23.2	25.7	32.8	1,096,366	193,388	72,177	168,328	114,966	186,650	69,648
Taylor	72.9	.0300	28.2	12.3	19.2	20.5	16.5	24.3	639,430	91,944	44,247	192,987	13,459	144,262	21,256
Westland	80.9	.0333	29.9	12.8	19.3	20.7	19.5	29.2	598,556	146,133	53,593	92,305	16,249	110,870	30,275
SUBURBAN TOTAL	3,087.3	1.2696	31.9	10.7	17.8	20.9	23.5	1,106.5	22,215,180	3,933,651	2,046,027	2,681,177	1,186,150	5,775,051	1,127,588
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,628.9***	***1.9034***	***31.5***	***11.4***	***18.1***	***19.4***	***24.2***	***1,689.4***	***30,244,894***	***5,360,826***	***2,895,021***	***3,530,332***	***1,617,186***	***7,664,110***	***1,518,313***
FLINT	**441.0**	**.1814**	**30.0**	**11.8**	**17.3**	**20.1**	**21.1**	**159.6**	**2,977,633**	**477,594**	**271,589**	**532,544**	**137,203**	**780,953**	**124,599**
Genesee	441.0	.1814	30.0	11.8	17.3	20.1	21.1	159.6	2,977,633	477,594	271,589	532,544	137,203	780,953	124,599
• Flint	150.7	.0620	29.1	13.0	17.6	16.2	23.5	57.5	1,236,451	231,259	127,636	146,291	90,255	301,441	50,587
SUBURBAN TOTAL	290.3	.1194	30.4	11.1	17.2	22.1	20.0	102.1	1,741,182	246,335	143,953	386,253	46,948	479,512	74,012

MICH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
GRAND RAPIDS	**643.5**	**.2646**	**30.3**	**12.7**	**18.0**	**18.5**	**23.0**	**231.8**	**4,238,030**	**630,095**	**383,661**	**657,777**	**276,888**	**1,081,921**	**102,429**
Kent	471.2	.1938	30.4	12.8	18.1	18.0	23.7	174.2	3,416,401	482,676	318,142	509,505	242,689	872,341	85,776
• Grand Rapids	188.7	.0776	30.6	14.4	18.0	14.4	27.7	71.7	1,255,496	152,321	141,252	94,298	119,544	375,891	43,366
Wyoming	62.8	.0258	29.8	14.0	19.9	17.4	22.2	24.4	541,268	64,946	51,826	98,468	42,146	109,281	8,971
Ottawa	172.3	.0708	29.7	12.4	17.7	19.7	20.9	57.6	821,629	147,419	65,519	148,272	34,199	209,580	16,653
• Holland	29.5	.0121	30.9	16.4	15.7	15.9	27.7	10.8	303,623	49,996	27,374	13,753	17,719	115,782	9,523
SUBURBAN TOTAL	425.3	.1749	30.0	11.7	18.3	20.4	20.5	149.3	2,678,911	427,778	215,035	549,726	139,625	590,248	49,540
JACKSON	**147.5**	**.0606**	**31.6**	**10.9**	**19.0**	**19.6**	**24.0**	**51.3**	**762,996**	**125,044**	**70,776**	**154,860**	**33,263**	**137,900**	**32,272**
Jackson	147.5	.0606	31.6	10.9	19.0	19.6	24.0	51.3	762,996	125,044	70,776	154,860	33,263	137,900	32,272
• Jackson	38.3	.0157	30.9	12.7	17.2	14.8	28.2	15.1	312,250	40,019	35,797	40,319	21,286	57,255	13,523
SUBURBAN TOTAL	109.2	.0449	31.9	10.2	19.6	21.3	22.6	36.2	450,746	85,025	34,979	114,541	11,977	80,645	18,749
KALAMAZOO	**217.8**	**.0896**	**29.9**	**16.1**	**18.9**	**18.7**	**21.7**	**80.8**	**1,552,188**	**203,752**	**162,231**	**284,700**	**118,081**	**332,951**	**42,495**
Kalamazoo	217.8	.0896	29.9	16.1	18.9	18.7	21.7	80.8	1,552,188	203,752	162,231	284,700	118,081	332,951	42,495
• Kalamazoo	77.7	.0319	27.3	24.6	18.8	13.3	22.2	28.8	625,648	77,098	82,018	17,194	36,922	185,656	21,580
SUBURBAN TOTAL	140.1	.0577	31.3	11.5	18.9	21.6	21.5	52.0	926,540	126,654	80,213	267,506	81,159	147,295	20,915
LANSING - EAST LANSING	**429.6**	**.1767**	**28.4**	**17.0**	**19.6**	**18.2**	**18.9**	**152.1**	**2,785,890**	**491,734**	**266,339**	**438,498**	**156,470**	**691,845**	**66,504**
Clinton	56.9	.0234	30.0	9.8	17.3	22.0	19.4	18.7	213,287	57,683	12,156	8,781	5,011	63,242	5,582
Eaton	94.9	.0390	30.4	11.0	18.9	21.2	20.2	34.0	595,262	97,699	48,836	148,441	18,572	125,994	8,671
Ingham	277.8	.1143	27.5	20.6	20.4	16.4	18.3	99.4	1,977,341	336,352	205,347	281,276	132,887	502,609	52,251
• East Lansing	47.3	.0194	23.0	53.9	15.8	9.3	9.3	12.1	189,019	27,188	46,212		13,716	33,793	3,677
• Lansing	130.7	.0537	28.9	14.2	22.2	15.9	20.6	51.6	1,160,494	180,194	96,793	151,159	87,331	388,581	28,473
SUBURBAN TOTAL	251.6	.1036	30.2	11.6	18.9	21.1	19.9	88.4	1,436,377	284,352	123,334	287,339	55,423	269,471	34,354
MUSKEGON	**157.2**	**.0646**	**31.5**	**11.0**	**16.5**	**18.1**	**26.1**	**56.6**	**768,685**	**152,732**	**78,783**	**146,291**	**33,334**	**158,945**	**28,395**
Muskegon	157.2	.0646	31.5	11.0	16.5	18.1	26.1	56.6	768,685	152,732	78,783	146,291	33,334	158,945	28,395
• Muskegon	39.9	.0164	31.0	13.4	17.4	13.4	29.5	15.6	264,206	48,871	25,153	33,343	12,148	63,595	12,465
SUBURBAN TOTAL	117.3	.0482	31.7	10.1	16.4	19.7	24.8	41.0	504,479	103,861	53,630	112,948	21,186	95,350	15,930
SAGINAW - BAY CITY - MIDLAND	**409.4**	**.1683**	**30.5**	**11.2**	**17.2**	**19.5**	**22.7**	**144.3**	**2,772,606**	**485,785**	**275,061**	**438,934**	**152,482**	**652,134**	**96,207**
Bay	114.6	.0471	31.2	11.3	17.1	18.9	24.6	41.3	619,398	138,587	60,704	57,053	26,050	158,261	26,368
• Bay City	39.0	.0160	32.2	12.4	16.6	15.7	29.7	15.3	288,163	48,905	24,027	28,308	11,028	80,184	11,932
Midland	75.1	.0309	30.2	11.0	18.2	21.2	20.1	26.4	388,316	82,188	39,573	28,118	12,826	89,966	20,360
• Midland	37.6	.0155	30.9	12.2	18.2	20.6	21.9	13.9	353,560	71,084	37,401	26,695	12,730	83,242	18,983
Saginaw	219.7	.0903	30.2	11.2	17.2	19.1	22.6	76.6	1,764,892	265,010	174,784	353,763	113,606	403,907	49,479
• Saginaw	73.8	.0303	29.2	12.2	17.6	14.7	25.2	27.3	418,678	68,094	42,253	36,255	13,377	124,461	19,490
SUBURBAN TOTAL	259.0	.1065	30.5	10.5	17.3	21.2	21.0	87.8	1,712,205	297,700	171,380	347,676	115,347	364,247	45,802
OTHER COUNTIES															
Alcona	10.7	.0044	41.9	7.0	10.7	17.9	40.9	4.3	21,450	3,036	1,888	608	111	10,623	318
Alger	9.0	.0037	34.2	8.5	15.4	18.5	30.2	3.2	28,131	12,528	3,596	655	624	436	899
Allegan	88.1	.0362	30.9	10.3	17.3	19.1	23.9	30.5	269,443	65,663	22,963	6,069	5,996	79,544	10,037
Alpena	31.1	.0128	32.4	10.9	14.7	19.8	26.5	11.3	162,978	35,894	10,731	20,343	7,923	34,813	5,539
Antrim	17.7	.0073	34.7	8.5	15.0	18.2	31.4	6.5	40,839	16,112	5,228	333	532	7,365	1,925
Arenac	15.5	.0063	33.8	9.2	14.4	17.4	30.8	5.7	76,141	14,048	8,737	541	3,264	28,946	881
Baraga	8.2	.0034	33.7	8.4	15.4	16.7	31.3	3.0	31,354	10,479	1,881	3,401	277	4,666	1,773
Barry	48.1	.0198	32.2	9.1	16.9	21.0	24.3	16.8	113,717	35,209	12,619	1,033	1,632	20,252	4,554
Benzie	12.0	.0049	34.7	9.2	15.2	19.2	30.3	4.5	47,206	12,232	3,295	1,647	1,712	13,043	2,003
Branch	40.8	.0167	32.6	10.5	16.2	19.4	26.7	14.6	167,754	30,730	10,895	8,876	3,773	46,150	9,171
Cass	49.9	.0205	32.7	9.2	16.4	20.0	26.3	18.2	105,513	20,541	9,245	4,027	2,324	41,654	4,189
Charlevoix	20.6	.0085	32.7	9.9	16.3	19.3	27.0	7.9	100,675	27,746	10,724	1,789	4,744	24,057	5,446
Cheboygan	21.4	.0088	34.0	8.7	15.0	18.6	29.9	8.1	125,898	32,122	15,297	7,230	2,181	25,270	3,515
Chippewa	28.7	.0118	31.9	13.9	16.3	17.5	27.4	10.0	148,279	28,442	17,616	18,955	6,259	26,973	3,613
Clare	26.4	.0109	36.2	8.7	13.4	17.9	33.6	10.2	120,166	39,156	10,016	964	3,220	25,995	6,158
Crawford	10.5	.0043	33.3	9.3	15.1	18.8	28.7	3.7	42,281	10,166	4,883	3,687	440	7,880	1,416
Delta	38.4	.0158	32.7	9.3	15.8	18.4	27.9	13.8	204,992	46,415	13,041	26,277	8,956	50,720	4,173
Dickinson	26.6	.0109	36.1	8.9	15.0	17.2	34.2	10.4	156,131	34,445	11,236	18,495	10,748	28,225	4,715
Emmet	24.6	.0101	32.4	10.3	17.5	18.6	26.9	9.1	175,229	31,930	20,642	7,582	15,369	39,033	4,577
Gladwin	22.6	.0093	35.5	8.8	13.5	17.9	32.7	8.5	69,659	24,053	6,120	2,724	3,820	15,937	1,572
Gogebic	18.6	.0076	41.2	8.3	12.4	16.0	41.0	7.4	103,686	23,328	7,359	16,027	5,584	20,762	3,211
Grand Traverse	60.1	.0247	31.0	11.3	19.7	18.9	23.2	22.1	547,916	92,111	53,221	99,006	25,419	128,592	5,689
Gratiot	39.4	.0162	31.1	11.8	15.4	18.5	25.6	13.8	215,852	52,489	16,539	25,770	5,080	52,811	6,634
Hillsdale	42.8	.0176	32.2	11.2	15.4	18.7	26.9	14.8	159,523	40,825	12,606	11,002	5,336	43,669	6,391
Houghton	37.6	.0155	31.2	20.5	12.7	14.2	31.0	13.2	149,266	42,384	10,585	14,867	4,959	27,144	5,969

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MICH. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Huron	36.4	.0149	34.2	9.2	14.1	16.6	32.3	13.4	199,443	43,391	16,162	15,005	5,917	47,726	8,891
Ionia	54.2	.0223	29.0	14.0	16.9	17.8	22.0	17.1	216,199	43,079	16,493	30,326	6,525	46,728	7,298
Iosco	29.8	.0122	31.9	13.2	15.2	17.0	28.3	11.3	143,587	31,170	15,434	2,370	4,884	42,796	6,076
Iron	13.6	.0056	43.6	7.0	12.3	15.6	43.6	5.6	50,265	17,993	3,712	2,328	1,328	8,037	3,651
Isabella	55.6	.0229	24.5	28.7	15.9	14.6	17.4	17.4	242,619	43,019	23,288	19,645	10,010	53,519	7,907
Kalkaska	13.1	.0053	31.4	9.1	16.6	17.9	26.1	4.7	52,616	11,635	4,791	54	700	18,439	439
Keweenaw	2.0	.0008	46.7	6.3	12.9	15.0	47.2	.7	5,236	1,473	1,371	1,099			
Lake	8.7	.0036	42.0	6.4	11.5	16.1	41.7	3.6	18,445	6,635	3,711	770	161	1,089	554
Leelanau	15.4	.0063	34.0	8.3	17.7	19.4	28.8	5.8	46,203	20,370	5,578	377	830	1,836	1,162
Lenawee	90.2	.0371	31.3	10.6	16.9	19.0	24.8	31.2	394,856	81,080	38,919	72,361	11,095	97,053	13,415
Luce	6.4	.0026	34.6	8.6	15.3	19.0	30.4	2.1	33,546	9,950	3,414	804	284	8,194	1,758
Mackinac	10.0	.0041	34.9	8.5	14.4	18.0	31.9	3.7	68,151	20,398	10,614	927	417	5,660	1,394
Manistee	23.3	.0096	35.4	9.2	14.9	18.1	32.5	9.4	99,426	27,940	8,600	7,575	4,048	19,436	5,039
Marquette	73.1	.0301	28.5	16.8	20.1	16.7	20.2	25.0	298,690	69,065	29,711	23,081	15,791	65,277	8,525
Mason	27.3	.0112	34.7	9.5	15.4	18.1	31.5	10.4	109,331	26,936	12,143	6,719	4,457	19,636	5,658
Mecosta	39.2	.0161	24.8	28.9	13.5	14.3	21.3	12.2	184,879	48,875	21,728	16,359	5,463	37,028	5,308
Menominee	26.0	.0107	33.2	9.6	15.5	17.3	30.0	9.6	71,115	15,867	8,787	16,606	1,325	12,504	654
Missaukee	11.3	.0046	32.1	9.4	15.3	18.0	27.6	3.8	31,874	8,211	2,594	2,642	262	11,866	2,861
Montcalm	51.0	.0210	32.3	9.7	15.3	18.7	27.1	18.1	254,840	51,119	14,976	30,994	12,341	65,392	8,240
Montmorency	8.2	.0034	38.6	8.2	12.5	15.9	38.1	3.2	26,612	8,712	3,070	258	278	805	1,866
Newaygo	37.8	.0155	33.4	8.8	14.6	18.9	28.8	13.9	110,895	30,654	9,149	7,583	3,275	21,782	4,992
Oceana	23.4	.0096	32.5	9.1	15.0	19.0	27.2	8.2	60,772	21,455	6,354	2,296	881	13,658	1,646
Ogemaw	18.3	.0075	35.8	8.7	13.5	17.8	33.3	6.9	113,239	26,342	11,383	10,138	2,740	19,165	3,941
Ontonagon	9.4	.0039	36.8	6.6	13.6	20.2	32.4	3.5	40,577	11,095	2,827	1,972	286	13,031	1,256
Osceola	20.5	.0084	32.9	9.0	15.0	18.4	28.5	7.5	99,179	31,269	6,171	1,750	777	22,037	4,410
Oscoda	7.4	.0031	38.6	7.9	11.9	18.2	36.6	2.9	40,949	13,217	3,726	317	1,379	3,040	2,715
Otsego	16.3	.0067	31.6	9.2	16.3	19.6	24.9	5.7	104,240	21,032	10,705	6,567	4,696	22,047	2,757
Presque Isle	14.3	.0059	35.2	8.6	13.9	17.7	32.6	5.3	47,285	14,117	3,730	1,154	1,950	10,305	2,454
Roscommon	19.4	.0080	42.0	7.8	12.0	16.1	42.0	8.1	108,601	28,664	10,132	3,198	1,865	28,143	3,893
St. Joseph	59.0	.0243	32.0	10.0	16.8	18.6	26.4	21.6	277,949	75,723	17,081	15,249	8,577	75,942	10,745
Sanilac	41.3	.0169	33.2	9.4	14.6	17.5	29.9	14.9	137,295	40,213	7,726	5,550	5,602	33,614	6,340
Schoolcraft	8.4	.0035	34.9	8.5	14.5	17.1	32.8	3.0	34,987	8,483	3,157	1,521	1,458	7,875	1,792
Shiawassee	70.6	.0290	30.2	10.2	17.3	20.2	21.4	23.9	263,379	59,176	19,047	20,040	9,319	68,018	11,579
Tuscola	57.6	.0237	30.7	10.0	16.9	19.8	22.9	19.0	200,327	50,132	11,195	8,982	4,285	54,374	7,493
Van Buren	69.9	.0287	32.0	9.3	16.6	18.8	26.3	25.3	247,944	73,769	20,080	12,291	5,236	70,156	8,248
Wexford	27.1	.0111	33.1	9.5	15.5	18.3	28.7	10.1	150,417	30,425	15,022	9,907	6,832	38,194	5,547
TOTAL METRO COUNTIES	**7,378.0**	**3.0339**	**31.0**	**12.0**	**17.9**	**19.2**	**23.6**	**2,678.8**	**47,716,443**	**8,210,696**	**4,567,134**	**6,454,594**	**2,575,818**	**11,844,261**	**2,077,031**
TOTAL STATE	**9,222.9**	**3.7921**	**31.2**	**11.8**	**17.7**	**19.0**	**24.3**	**3,338.5**	**55,686,490**	**10,115,464**	**5,270,678**	**7,115,317**	**2,851,375**	**13,713,223**	**2,351,903**

MICH.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANN ARBOR	**3,641,123**	**27,924**	**20.2**	**26.8**	**19.3**	**18.8**	**.1216**
Washtenaw	3,641,123	27,924	20.2	26.8	19.3	18.8	.1216
• Ann Arbor	1,442,352	24,723	23.8	25.3	15.8	18.3	.0523
SUBURBAN TOTAL	2,198,771	30,003	18.0	27.7	21.6	19.2	.0693
BATTLE CREEK	**1,680,976**	**25,611**	**21.5**	**27.9**	**18.0**	**14.7**	**.0552**
Calhoun	1,680,976	25,611	21.5	27.9	18.0	14.7	.0552
• Battle Creek	610,331	20,275	24.0	25.7	13.4	11.5	.0202
SUBURBAN TOTAL	1,070,645	29,420	19.6	29.6	21.4	17.0	.0350
BENTON HARBOR	**1,893,382**	**23,557**	**23.6**	**27.6**	**17.3**	**12.3**	**.0625**
Berrien	1,893,382	23,557	23.6	27.6	17.3	12.3	.0625
• Benton Harbor	96,444	14,101	29.9	20.4	8.9	4.9	.0070
SUBURBAN TOTAL	1,796,938	24,557	23.1	28.1	18.0	13.0	.0555
DETROIT	**56,744,723**	**28,160**	**18.2**	**26.5**	**19.7**	**18.4**	**1.8864**
Lapeer	800,803	28,423	18.7	30.7	21.9	14.4	.0243
Livingston	1,420,386	33,526	15.3	27.4	24.9	22.3	.0406
Macomb	8,326,754	28,431	18.5	32.4	22.6	13.4	.3033
Roseville	556,265	24,872	21.3	36.6	17.6	8.5	.0261
St. Clair Shores	924,760	28,732	18.6	32.0	21.1	14.8	.0292
Sterling Heights	1,364,649	32,438	14.1	34.3	29.1	14.6	.0520
Warren	1,846,267	28,063	18.9	31.5	22.5	13.8	.0695
Monroe	1,958,097	36,367	15.3	22.3	23.8	28.6	.0552
Oakland	17,610,478	36,374	14.1	23.8	21.2	30.9	.5682
Farmington Hills	1,287,720	43,776	10.6	20.0	21.2	41.4	.0369
• Pontiac	780,861	23,400	19.7	26.4	16.1	13.9	.0307
Royal Oak	1,145,444	33,270	17.1	26.2	22.5	24.3	.0363
Southfield	1,506,035	37,830	14.6	23.7	19.6	34.2	.0618
Troy	1,283,623	44,536	9.0	19.4	24.6	40.5	.0520
St. Clair	1,668,668	26,810	19.9	28.0	19.9	15.0	.0527
• Port Huron	389,846	21,445	22.9	26.2	15.6	11.1	.0159
Wayne	24,959,537	23,973	20.2	26.0	17.6	13.6	.8421
• Dearborn	1,248,931	28,219	20.2	24.6	20.0	19.2	.0531

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Dearborn Heights	871,818	32,159	16.1	29.0	23.6	20.9	.0259
• Detroit	10,419,490	18,251	23.4	24.4	13.2	8.8	.3451
Lincoln Park	535,870	27,292	20.9	31.5	21.3	12.4	.0192
Livonia	1,436,870	38,121	10.8	25.9	28.7	27.5	.0546
Taylor	806,201	28,625	17.4	31.8	24.1	12.3	.0325
Westland	1,006,495	29,590	16.4	33.3	23.7	14.1	.0357
SUBURBAN TOTAL	43,905,595	31,921	16.1	27.4	22.3	22.1	1.4416
DETROIT - ANN ARBOR CONSOLIDATED AREA	***60,385,846***	***28,146***	***18.3***	***26.5***	***19.7***	***18.4***	***2.0080***
FLINT	**4,918,906**	**25,346**	**19.8**	**29.6**	**19.8**	**11.6**	**.1792**
Genesee	4,918,906	25,346	19.8	29.6	19.8	11.6	.1792
• Flint	1,529,558	20,733	22.3	28.1	15.1	8.3	.0632
SUBURBAN TOTAL	3,389,348	27,839	18.3	30.7	22.4	13.4	.1160
GRAND RAPIDS	**8,148,494**	**27,833**	**20.2**	**29.8**	**19.7**	**16.0**	**.2756**
Kent	5,918,426	26,569	21.3	29.6	18.7	14.7	.2073
• Grand Rapids	2,162,257	22,171	24.7	28.4	15.1	11.3	.0773
Wyoming	786,534	26,581	21.3	33.9	20.0	11.7	.0294
Ottawa	2,230,068	31,534	17.0	30.3	22.9	19.8	.0683
• Holland	391,964	26,830	23.2	28.0	19.7	15.9	.0152
SUBURBAN TOTAL	5,594,273	30,350	17.8	30.5	22.0	18.3	.1831
JACKSON	**1,770,150**	**27,578**	**20.1**	**28.8**	**19.8**	**16.1**	**.0572**
Jackson	1,770,150	27,578	20.1	28.8	19.8	16.1	.0572
• Jackson	437,266	21,785	23.5	27.7	14.5	11.5	.0168
SUBURBAN TOTAL	1,332,884	30,120	18.7	29.2	22.0	18.1	.0404
KALAMAZOO	**2,888,094**	**27,480**	**21.0**	**27.6**	**18.9**	**17.3**	**.0979**
Kalamazoo	2,888,094	27,480	21.0	27.6	18.9	17.3	.0979
• Kalamazoo	924,250	21,444	24.9	26.4	14.5	12.2	.0346
SUBURBAN TOTAL	1,963,844	30,728	18.8	28.3	21.4	20.1	.0633
LANSING - EAST LANSING	**5,335,594**	**27,408**	**20.6**	**28.7**	**19.7**	**16.2**	**.1814**
Clinton	646,586	29,171	17.7	32.6	22.9	14.7	.0198

MICH. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Eaton	1,138,441	27,869	19.7	31.6	22.0	13.5	.0389
Ingham	3,550,567	26,782	21.5	27.0	18.3	17.4	.1227
• East Lansing	502,973	21,489	26.6	19.3	13.7	20.0	.0162
• Lansing	1,659,714	25,520	22.1	28.5	18.4	14.0	.0622
SUBURBAN TOTAL	3,172,907	28,921	19.0	30.0	21.3	17.0	.1030
MUSKEGON	**1,703,517**	**23,489**	**23.7**	**29.3**	**17.2**	**11.1**	**.0572**
Muskegon	1,703,517	23,489	23.7	29.3	17.2	11.1	.0572
• Muskegon	388,861	17,976	28.0	26.8	11.5	6.7	.0152
SUBURBAN TOTAL	1,314,656	25,857	22.1	30.4	19.3	12.7	.0420
SAGINAW - BAY CITY - MIDLAND	**4,666,805**	**26,147**	**19.4**	**28.8**	**19.2**	**13.6**	**.1681**
Bay	1,211,870	24,067	20.7	30.2	17.9	9.8	.0423
• Bay City	394,664	19,527	22.7	27.7	14.3	7.1	.0157
Midland	1,099,830	33,894	15.8	23.9	22.1	25.8	.0324
• Midland	641,040	36,896	14.7	21.0	21.8	31.3	.0210
Saginaw	2,355,105	25,152	20.0	29.8	18.9	11.5	.0934
• Saginaw	680,835	18,615	23.0	27.1	12.8	7.2	.0260
SUBURBAN TOTAL	2,950,266	28,049	18.5	30.8	21.6	14.0	.1054
OTHER COUNTIES							
Alcona	99,210	16,474	33.2	25.0	9.9	5.5	.0030
Alger	80,813	20,514	25.5	32.2	13.4	5.5	.0027
Allegan	1,081,916	28,345	20.5	28.5	21.1	16.4	.0309
Alpena	294,659	20,470	25.1	30.4	14.5	6.2	.0107
Antrim	143,932	16,643	32.1	27.6	8.8	4.0	.0048
Arenac	124,987	15,970	31.7	25.8	9.6	4.0	.0047
Baraga	65,523	15,562	28.8	26.8	9.9	2.8	.0025
Barry	528,481	25,595	22.6	31.6	18.5	11.3	.0152
Benzie	132,253	22,355	26.7	29.5	15.4	10.8	.0041
Branch	416,701	22,174	26.6	31.1	15.7	8.4	.0138
Cass	546,963	23,786	24.3	30.5	17.4	10.6	.0155
Charlevoix	177,595	16,552	30.3	26.5	10.6	3.9	.0067
Cheboygan	180,950	16,876	31.5	27.7	10.0	3.6	.0073
Chippewa	218,136	15,468	30.3	25.8	8.8	3.5	.0090
Clare	233,269	15,621	33.3	23.1	10.0	5.9	.0086
Crawford	117,110	21,129	30.7	23.6	15.5	13.4	.0037
Delta	408,063	23,208	23.1	28.1	17.3	10.7	.0142
Dickinson	253,322	18,541	26.3	29.1	12.0	5.4	.0096
Emmet	241,321	19,584	27.2	28.0	13.2	7.8	.0097
Gladwin	225,488	18,907	29.2	24.0	14.9	8.7	.0072
Gogebic	155,709	15,127	34.5	25.0	7.6	3.1	.0062
Grand Traverse	653,879	22,324	25.8	30.1	16.1	9.6	.0270
Gratiot	464,261	25,733	22.2	27.0	19.1	15.0	.0154

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Hillsdale	386,553	19,892	28.1	30.2	12.7	6.8	.0132
Houghton	318,688	16,639	31.2	26.1	9.4	5.5	.0115
Huron	333,633	18,522	29.5	28.2	11.7	6.2	.0126
Ionia	554,467	25,926	21.8	29.6	19.4	12.8	.0181
Iosco	272,862	16,832	35.0	26.0	10.3	5.2	.0100
Iron	119,776	15,188	29.7	24.7	10.3	3.2	.0041
Isabella	619,868	24,855	24.3	27.9	15.8	16.9	.0200
Kalkaska	109,251	17,577	30.4	27.8	11.4	4.3	.0040
Keweenaw	13,008	13,385	33.8	21.3	6.1	2.4	.0006
Lake	60,063	11,736	31.6	17.9	5.6	1.9	.0021
Leelanau	150,989	19,687	29.3	30.7	11.8	6.7	.0047
Lenawee	965,687	24,710	23.2	31.6	19.4	10.0	.0316
Luce	51,291	18,045	31.7	27.4	12.5	4.3	.0021
Mackinac	77,845	16,178	33.1	28.1	8.3	2.6	.0035
Manistee	210,723	17,079	28.5	28.9	9.2	4.5	.0075
Marquette	750,698	23,394	24.9	29.9	17.9	8.8	.0248
Mason	266,151	19,557	27.6	30.4	12.8	5.7	.0088
Mecosta	313,284	17,193	31.6	25.5	1.3	5.7	.0122
Menominee	197,309	16,353	32.1	28.4	7.8	2.4	.0070
Missaukee	84,121	16,545	34.1	27.3	8.9	3.4	.0030
Montcalm	551,038	23,439	24.0	28.7	17.1	11.7	.0186
Montmorency	70,267	15,577	33.1	24.1	8.7	4.9	.0024
Newaygo	360,153	19,652	27.2	28.3	14.1	6.9	.0113
Oceana	233,692	21,464	25.7	29.5	14.6	9.4	.0070
Ogemaw	129,815	12,798	31.3	21.0	6.7	3.0	.0060
Ontonagon	72,582	15,588	29.4	28.2	8.2	2.4	.0029
Osceola	218,955	22,188	26.2	28.9	15.4	10.8	.0074
Oscoda	53,553	13,404	34.0	23.3	4.8	2.6	.0023
Otsego	174,882	23,103	27.6	31.2	15.8	11.2	.0063
Presque Isle	106,846	14,338	26.7	25.6	6.8	4.0	.0040
Roscommon	162,328	14,197	35.5	20.5	8.6	3.3	.0065
St. Joseph	724,115	25,959	23.7	29.8	18.1	15.3	.0226
Sanilac	366,339	18,378	30.6	28.2	11.8	5.6	.0124
Schoolcraft	80,708	19,900	28.6	27.0	15.3	7.5	.0027
Shiawassee	794,094	27,860	20.0	30.5	20.8	13.8	.0246
Tuscola	569,986	24,269	23.6	29.9	18.9	10.0	.0182
Van Buren	660,712	20,103	26.5	28.9	14.6	6.7	.0219
Wexford	239,691	17,271	32.2	26.8	9.9	5.7	.0093
TOTAL METRO COUNTIES	**93,391,764**	**27,500**	**19.2**	**27.4**	**19.5**	**17.0**	**3.1423**
TOTAL STATE	**111,664,328**	**26,056**	**20.6**	**27.7**	**18.5**	**15.3**	**3.7626**

MINNESOTA

MINN.

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DULUTH	**253.9**	**.1045**	**32.6**	**12.4**	**16.8**	**16.9**	**29.0**	**96.2**	**1,515,823**	**322,851**	**145,195**	**217,175**	**58,500**	**254,348**	**45,376**
St. Louis	211.5	.0870	32.5	12.5	16.8	17.0	28.9	79.8	1,307,397	283,648	112,836	195,734	53,590	223,283	39,834
• Duluth	86.0	.0354	32.7	15.0	16.7	15.6	30.5	33.7	663,738	125,343	62,120	130,894	33,726	94,950	21,454
Douglas, Wisc.	*42.4*	*.0175*	*32.7*	*11.9*	*16.6*	*16.6*	*29.6*	*16.4*	*208,426*	*39,203*	*32,359*	*21,441*	*4,910*	*31,065*	*5,542*
• *Superior*	*27.5*	*.0113*	*32.7*	*13.7*	*16.7*	*15.2*	*31.0*	*11.3*	*184,469*	*35,294*	*25,106*	*20,307*	*4,538*	*30,800*	*5,502*
SUBURBAN TOTAL	140.4	.0578	32.5	10.5	17.0	18.0	27.7	51.2	667,616	162,214	57,769	65,974	20,236	128,598	18,420
FARGO - MOORHEAD	**150.0**	**.0616**	**28.9**	**18.4**	**19.3**	**16.5**	**21.7**	**55.1**	**1,050,224**	**162,727**	**96,420**	**135,195**	**47,143**	**295,381**	**21,334**
Clay	49.3	.0202	27.9	21.6	15.5	16.2	22.7	17.1	262,360	68,013	28,642	12,636	17,777	45,319	8,367
• Moorhead	29.4	.0121	25.4	29.4	15.0	14.2	21.4	10.1	204,727	59,142	22,600	9,715	15,408	37,405	7,523
Cass, N. D.	*100.7*	*.0414*	*29.3*	*16.8*	*21.1*	*16.7*	*21.2*	*38.0*	*787,864*	*94,714*	*67,778*	*122,559*	*29,366*	*247,262*	*12,967*
• *Fargo*	*69.3*	*.0285*	*29.1*	*20.0*	*21.1*	*15.7*	*21.8*	*27.2*	*714,030*	*80,859*	*60,212*	*120,943*	*28,175*	*230,523*	*11,865*
SUBURBAN TOTAL	51.3	.0210	30.2	10.0	19.1	19.0	21.9	17.8	131,467	22,726	13,608	4,537	3,560	27,653	1,946
MINNEAPOLIS - ST. PAUL	**2,323.3**	**.9552**	**31.0**	**12.0**	**19.9**	**19.8**	**22.1**	**875.9**	**16,837,510**	**2,969,650**	**1,542,539**	**2,537,481**	**781,824**	**4,183,006**	**411,291**
Anoka	222.3	.0914	28.2	11.0	20.3	22.8	13.4	72.5	1,078,871	170,346	92,019	228,243	29,874	260,464	24,115
Carver	41.8	.0172	29.7	11.8	18.2	20.1	20.2	14.1	134,685	31,573	12,406	2,887	3,537	35,727	3,608
Chisago	30.2	.0125	31.5	8.9	16.2	19.9	24.5	10.0	118,937	30,232	6,600	1,079	2,358	39,291	2,612
Dakota	231.2	.0951	29.2	10.5	20.1	22.4	16.0	80.3	1,359,208	239,804	106,638	226,558	55,805	314,378	32,848
Hennepin	999.8	.4110	32.1	12.6	20.8	19.2	24.8	408.1	8,689,408	1,471,821	815,292	1,332,824	496,583	2,197,829	209,971
• Bloomington	89.4	.0368	32.3	12.1	17.9	25.0	20.1	33.1	949,599	91,631	112,898	136,011	37,143	324,371	17,493
Brooklyn Park	53.0	.0218	27.0	14.3	25.7	20.1	9.4	19.6	162,078	32,250	19,600		8,026	38,449	5,216
Edina	48.9	.0201	40.6	7.9	12.4	23.3	35.5	20.0	836,618	130,163	26,027	223,463	122,525	111,429	4,492
• Minneapolis	378.1	.1555	32.5	15.2	23.0	13.9	30.3	174.7	2,587,621	459,193	339,579	398,480	154,276	397,094	101,730
St. Louis Park	44.4	.0183	34.6	11.6	20.7	18.0	31.2	19.3	435,933	112,457	44,911	75,047	24,898	65,705	13,993

MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Isanti	26.8	.0110	30.6	9.2	17.4	20.6	21.7	9.0	70,371	16,560	4,423	3,575	2,573	18,467	3,582
Ramsey	474.9	.1952	31.5	13.5	19.2	17.6	25.7	185.3	4,119,198	668,114	379,563	685,784	167,656	1,014,731	96,072
• St. Paul	276.5	[illegible]	32.1	13.9	19.6	14.8	29.5	114.7	2,178,463	390,130	233,309	407,645	72,177	383,166	57,043
Scott	52.4	.0215	29.1	10.2	18.5	21.4	17.6	16.8	230,025	47,449	22,930	11,503	2,562	66,390	5,118
Washington	129.0	.0530	29.5	9.5	19.6	23.5	15.8	42.0	565,108	190,976	59,436	25,219	11,831	95,862	17,630
Wright	67.5	.0278	29.4	9.7	17.3	19.1	21.3	21.6	274,760	70,395	23,179	2,310	5,241	80,838	9,639
St. Croix, Wisc.	*47.4*	*.0195*	*30.3*	*10.6*	*17.8*	*19.5*	*22.2*	*16.2*	*196,939*	*32,380*	*20,053*	*17,499*	*3,804*	*59,029*	*6,096*
SUBURBAN TOTAL	1,579.3	.6492	30.3	10.8	19.4	21.9	18.9	553.4	11,121,827	2,028,696	856,753	1,595,345	518,228	3,078,375	235,025
ROCHESTER	**97.9**	**.0402**	**30.6**	**12.2**	**19.0**	**20.8**	**20.9**	**36.3**	**828,042**	**143,676**	**61,934**	**134,463**	**34,729**	**216,472**	**26,145**
Olmsted	97.9	.0402	30.6	12.2	19.0	20.8	20.9	36.3	828,042	143,676	61,934	134,463	34,729	216,472	26,145
• Rochester	59.1	.0243	30.9	13.8	20.4	19.2	22.5	23.4	709,135	129,986	56,973	130,464	33,488	167,055	23,148
SUBURBAN TOTAL	38.8	.0159	30.1	9.8	17.3	23.2	18.4	12.9	118,907	13,690	4,961	3,999	1,241	49,417	2,997
ST. CLOUD	**179.1**	**.0737**	**27.6**	**15.9**	**16.8**	**16.7**	**21.0**	**56.7**	**1,443,862**	**198,835**	**82,106**	**123,711**	**38,146**	**246,683**	**24,644**
Benton	27.7	.0114	29.0	12.3	18.6	16.1	22.6	9.5	90,172	25,050	10,759	2,900	2,547	11,628	1,556
Sherburne	36.2	.0149	28.3	11.6	19.0	19.3	17.9	11.2	117,575	29,918	7,892	4,498	1,398	43,862	1,306
Stearns	115.2	.0474	27.0	18.2	15.7	16.0	21.5	36.0	1,236,115	143,867	63,455	116,313	34,201	191,193	21,782
• St. Cloud	42.9	.0176	26.7	26.6	16.6	13.3	22.9	14.7	990,674	86,908	43,122	98,559	19,227	135,580	11,752
SUBURBAN TOTAL	136.2	.0561	27.9	12.6	16.8	17.7	20.4	42.0	453,188	111,927	38,984	25,152	18,919	111,103	12,892
OTHER COUNTIES															
Aitkin	13.9	.0057	38.6	7.5	13.0	16.9	37.5	5.3	62,712	15,893	7,720	3,543	1,174	15,231	2,724
Becker	30.6	.0126	32.8	9.4	15.0	17.5	29.2	10.9	127,701	29,558	9,024	8,423	5,697	30,531	3,938
Beltrami	33.8	.0139	28.8	16.6	16.1	16.8	23.3	11.5	237,217	48,792	20,104	19,366	9,209	57,170	5,092
Big Stone	7.6	.0031	38.8	8.1	12.8	16.5	37.8	2.9	35,519	7,981	2,301	585	210	5,947	1,164
Blue Earth	52.3	.0215	28.9	20.2	17.2	15.1	24.5	18.6	400,527	75,295	32,296	45,408	20,580	103,609	15,768
Brown	28.1	.0116	33.4	11.4	14.5	16.6	31.1	10.2	176,235	41,607	15,691	15,821	8,056	42,731	5,567
Carlton	30.2	.0124	33.0	9.0	15.8	18.9	28.0	10.5	148,748	45,965	9,758	8,414	3,213	29,636	3,169
Cass	22.9	.0094	38.1	6.9	12.9	17.7	36.2	8.4	95,955	29,834	7,074	1,521	617	19,589	1,754
Chippewa	14.5	.0059	35.8	8.7	14.6	16.5	34.4	5.6	74,202	14,244	6,555	6,389	3,946	16,019	2,777
Clearwater	9.2	.0038	35.0	8.3	12.5	18.1	32.0	3.2	31,804	8,042	1,652	4,028	1,063	5,138	813
Cook	4.2	.0017	35.8	8.1	17.4	20.5	30.7	1.8	27,098	6,821	2,298	3,159	374	2,325	489
Cottonwood	14.2	.0059	36.2	8.1	14.2	16.9	34.6	5.3	86,796	17,740	4,874	5,989	5,089	24,210	2,957
Crow Wing	45.5	.0187	34.8	8.9	14.8	18.0	31.7	17.2	312,133	69,285	27,933	39,010	15,076	70,748	6,244
Dodge	15.7	.0064	31.6	9.2	16.5	18.4	26.0	5.4	33,917	10,732	3,028	2,471	320	6,067	1,019
Douglas	30.4	.0125	33.8	11.3	14.2	17.2	31.2	11.4	178,835	43,418	13,887	9,029	12,060	32,068	4,768
Faribault	18.8	.0077	37.1	8.8	13.6	16.9	35.5	7.4	95,794	[illegible]	5,568	1,654	2,372	25,093	3,531
Fillmore	21.3	.0088	36.6	8.1	13.6	17.2	34.8	7.9	129,473	[illegible]	5,048	1,453	3,211	41,774	2,644
Freeborn	35.1	.0144	34.9	9.3	14.9	18.4	31.5	13.6	242,815	[illegible]	17,463	20,447	11,149	76,825	8,987
Goodhue	40.3	.0166	33.9	9.1	15.5	18.2	30.1	14.6	247,411	68,278	19,702	8,698	8,015	67,405	9,034
Grant	7.2	.0030	39.5	7.4	12.8	16.6	38.8	2.7	22,109	2,965	1,379	524	509	10,213	991
Houston	19.1	.0079	33.1	9.3	15.8	17.3	29.7	6.3	57,845	23,824	4,508	925	820	7,361	1,234
Hubbard	15.4	.0063	35.7	7.7	13.9	18.5	32.4	5.6	59,061	11,775	3,457	4,555	1,349	12,964	1,930
Itasca	44.6	.0184	32.4	9.2	16.4	18.2	27.5	16.3	194,059	43,620	13,598	10,671	3,033	50,805	7,475
Jackson	13.2	.0054	34.8	10.7	14.1	16.5	33.2	4.9	53,303	7,213	4,991	1,397	1,914	19,795	1,646
Kanabec	13.4	.0055	33.4	8.8	14.1	19.0	28.7	4.9	50,649	15,153	4,927	887	1,298	11,112	1,599
Kandiyohi	38.6	.0159	32.1	12.4	16.2	16.8	28.5	14.0	246,494	44,247	18,213	26,165	14,720	67,273	5,937
Kittson	6.3	.0026	37.3	7.9	14.5	16.8	36.0	2.4	25,567	7,906	1,358	223	580	4,891	492
Koochiching	16.9	.0069	32.3	9.6	16.2	18.8	26.9	6.1	89,074	20,073	8,346	10,571	1,431	15,719	3,847
Lac qui Parle	10.1	.0042	38.1	8.5	13.1	16.2	37.3	3.8	38,531	8,153	2,965	1,320	1,962	7,561	1,041
Lake	12.2	.0050	33.4	9.6	16.2	20.9	26.5	4.4	60,141	9,077	3,834	1,043	262	28,250	1,038
Lake of the Woods	4.0	.0016	37.3	8.0	13.0	19.6	33.7	1.5	23,235	5,548	2,098	1,367	135	2,017	658
Le Sueur	24.1	.0100	32.8	9.2	14.8	18.0	28.8	8.7	88,778	16,900	11,892	2,326	3,439	20,524	4,221
Lincoln	7.9	.0032	37.9	7.5	12.0	17.1	36.5	2.9	15,761	3,628	826	240	670	4,489	728
Lyon	25.4	.0104	31.0	14.2	15.0	16.3	27.7	9.0	143,601	32,985	11,121	15,483	5,067	31,393	3,168
McLeod	30.8	.0127	32.8	9.5	16.3	18.1	28.3	11.2	200,791	41,387	15,312	19,535	6,922	57,232	4,410
Mahnomen	5.2	.0021	33.3	8.0	11.8	16.7	31.3	1.7	17,780	5,846	1,380	1,347	293	2,720	959
Marshall	12.6	.0052	33.8	8.1	14.3	17.1	31.1	4.5	23,006	4,388	2,339	406	403	9,713	622
Martin	24.8	.0102	35.0	9.5	15.2	17.1	33.0	9.7	141,865	28,182	10,787	16,257	8,311	36,884	5,136
Meeker	21.4	.0088	34.0	8.6	14.6	16.9	31.8	7.8	97,245	17,424	9,745	5,089	3,272	26,615	2,372
Mille Lacs	19.6	.0081	34.1	8.8	14.0	17.6	31.2	7.2	89,187	28,908	4,806	4,576	4,769	9,423	2,003
Morrison	30.7	.0126	31.6	9.1	13.8	16.7	28.6	10.3	142,262	37,208	10,593	3,014	4,148	26,597	6,193
Mower	39.4	.0162	36.3	9.3	13.9	16.9	34.6	15.3	235,109	43,355	21,212	18,971	10,292	59,217	9,461
Murray	10.9	.0045	34.6	8.3	13.9	16.2	33.3	4.0	48,893	7,045	2,792	3,120	1,700	10,469	6,534
Nicollet	30.1	.0124	29.4	16.6	17.1	17.5	22.9	10.0	99,726	25,193	13,120	909	2,756	31,244	2,029
Nobles	20.9	.0086	34.3	10.2	14.1	17.5	31.5	7.7	163,753	32,069	12,749	7,941	12,325	39,623	6,920
Norman	8.8	.0036	38.7	7.2	12.5	16.6	37.7	3.3	22,268	5,581	1,194	165	312	7,980	939
Otter Tail	53.9	.0222	36.7	8.8	13.8	17.6	34.5	19.8	260,489	51,633	19,085	23,098	11,725	73,039	8,644
Pennington	15.2	.0062	31.8	12.0	16.0	17.2	27.7	5.7	91,983	18,785	6,195	8,029	3,048	23,102	3,066
Pine	21.6	.0089	34.0	8.9	14.4	18.1	30.4	7.5	93,502	14,494	14,137	2,925	1,474	25,127	2,207
Pipestone	11.0	.0045	36.0	9.9	12.9	16.1	35.0	4.3	59,769	13,829	3,859	2,499	3,446	12,364	2,357
Polk	34.0	.0140	33.2	11.1	14.5	16.6	30.8	12.5	176,293	46,757	20,513	3,698	5,773	41,832	5,627
Pope	11.8	.0049	37.6	8.2	13.3	16.4	36.6	4.6	43,686	10,355	4,884	716	552	11,807	2,089
Red Lake	5.2	.0022	32.8	9.5	12.9	17.1	30.1	1.8	13,852	2,450	979	598	681	6,192	196
Redwood	18.5	.0076	35.5	8.7	13.7	16.7	33.9	6.7	81,587	16,858	6,834	3,600	5,728	22,660	2,081
Renville	19.7	.0081	35.5	9.0	13.7	16.3	34.3	7.4	82,035	18,258	4,947	1,303	1,826	24,392	2,069
Rice	48.1	.0198	29.6	16.5	15.4	17.9	23.8	15.9	240,542	56,641	24,756	14,510	10,504	54,649	8,535
Rock	10.6	.0043	34.4	9.1	14.2	16.4	32.7	3.9	66,457	14,463	4,296	3,098	1,752	25,826	1,339
Roseau	13.4	.0055	33.1	9.4	14.5	17.4	29.8	4.7	62,241	14,716	2,617	2,173	3,643	22,946	2,412
Sibley	15.1	.0062	35.3	8.9	13.3	17.9	32.4	5.5	47,583	13,497	3,400	2,233	1,684	13,520	1,152
Steele	30.9	.0127	31.6	11.2	17.0	17.7	26.5	11.0	191,656	31,343	13,655	12,420	12,563	55,578	7,253
Stevens	10.8	.0044	30.4	17.9	13.6	15.1	28.7	3.7	65,526	13,677	6,118	2,910	3,140	22,510	4,433
Swift	12.7	.0053	35.5	8.7	13.3	15.8	34.9	4.7	58,723	13,227	3,722	3,173	549	8,518	3,024

MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Todd	26.3	.0108	33.4	8.7	13.6	17.1	30.8	9.4	80,962	20,402	4,339	3,258	1,343	23,278	2,980
Traverse	5.3	.0021	40.3	7.5	11.2	17.4	38.6	1.8	24,514	5,311	1,089	914	641	8,826	1,272
Wabasha	20.1	.0083	33.1	9.1	15.8	16.9	30.1	7.4	81,636	14,281	5,426	1,537	2,486	36,307	3,648
Wadena	14.3	.0059	34.5	9.0	12.7	17.4	32.0	5.0	73,056	20,129	3,949	5,098	2,550	11,499	3,024
Waseca	19.0	.0078	31.5	11.7	16.4	16.0	28.2	6.8	69,083	22,403	4,462	3,821	4,001	12,242	3,423
Watonwan	12.1	.0050	36.5	9.2	14.1	17.4	34.3	4.8	51,823	10,998	3,299	3,232	1,657	21,092	1,103
Wilkin	8.2	.0034	33.8	10.2	14.0	17.0	31.2	2.8	38,723	8,265	5,019	405	1,306	10,058	1,713
Winona	46.3	.0190	30.4	17.4	15.5	16.1	26.7	16.1	263,225	65,709	27,546	23,990	10,026	55,851	6,842
Yellow Medicine	12.7	.0052	36.4	10.7	12.7	16.5	35.1	4.6	• 47,950	12,720	3,632	1,012	2,902	7,594	2,830
TOTAL METRO COUNTIES	**2,813.7**	**1.1568**	**30.8**	**12.4**	**19.4**	**19.5**	**22.4**	**1,049.6**	**20,482,232**	**3,631,442**	**1,808,004**	**2,986,526**	**922,262**	**4,858,734**	**504,185**
TOTAL STATE	**4,292.7**	**1.7650**	**31.6**	**11.8**	**17.8**	**18.7**	**25.2**	**1,585.9**	**28,044,113**	**5,327,096**	**2,418,280**	**3,481,211**	**1,221,387**	**6,773,743**	**755,526**

MINN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DULUTH	**2,862,192**	**23,815**	**22.0**	**29.6**	**18.1**	**9.6**	**.0998**
St. Louis	2,393,548	24,217	21.5	29.6	18.5	9.7	.0842
• Duluth	980,805	21,268	24.8	27.6	15.7	9.5	.0370
Douglas, Wisc.	*468,644*	*22,191*	*24.6*	*28.7*	*16.3*	*9.5*	*.0156*
• Superior	*321,688*	*21,313*	*25.2*	*26.7*	*15.9*	*10.0*	*.0114*
SUBURBAN TOTAL	1,559,699	26,339	19.5	31.4	20.3	9.6	.0514
FARGO - MOORHEAD	**1,834,762**	**24,985**	**22.8**	**28.8**	**18.2**	**13.1**	**.0644**
Clay	505,402	22,159	25.1	30.5	15.5	9.1	.0179
• Moorhead	306,777	21,904	25.5	29.5	15.4	9.6	.0117
Cass, N. D.	*1,329,360*	*26,471*	*21.7*	*28.1*	*19.5*	*14.9*	*.0465*
• Fargo	*946,560*	*25,669*	*22.5*	*27.1*	*19.0*	*14.6*	*.0361*
SUBURBAN TOTAL	581,425	25,925	21.5	31.1	18.7	12.9	.0166
MINNEAPOLIS - ST. PAUL	**33,984,285**	**30,927**	**18.2**	**26.8**	**21.4**	**21.1**	**1.1032**
Anoka	2,823,990	33,717	13.6	31.8	28.9	17.9	.0874
Carver	555,002	31,212	16.8	28.0	22.3	21.0	.0155
Chisago	301,312	25,208	21.4	32.6	19.3	8.6	.0100
Dakota	3,346,833	34,901	15.2	26.9	25.3	24.5	.1028
Hennepin	15,950,609	30,127	19.1	25.4	19.8	22.0	.5263
• Bloomington	1,552,258	39,017	11.9	25.5	24.2	32.8	.0527
Brooklyn Park	752,777	33,656	14.8	29.5	28.5	18.6	.0203
Edina	1,141,940	43,721	13.3	20.4	17.0	42.7	.0402
• Minneapolis	5,365,386	21,804	24.7	26.2	15.0	12.8	.1737
St. Louis Park	787,807	31,921	19.0	27.1	21.4	23.1	.0257
Isanti	264,224	23,886	23.2	33.2	17.4	8.7	.0082
Ramsey	6,852,206	28,629	20.2	26.8	19.7	19.2	.2377
• St. Paul	3,765,028	24,237	23.3	27.4	16.9	14.4	1302
Scott	607,482	30,114	18.6	30.7	23.5	15.7	.0192
Washington	2,056,064	41,429	10.7	20.4	26.9	35.4	.0566
Wright	670,922	25,374	21.7	33.7	18.7	10.1	.0223
St. Croix, Wisc.	*555,641*	*28,143*	*19.2*	*30.2*	*21.0*	*14.7*	*.0172*
SUBURBAN TOTAL	23,301,613	34,276	15.4	27.0	24.2	24.4	.7466
ROCHESTER	**1,342,665**	**29,767**	**19.6**	**28.1**	**21.9**	**18.3**	**.0474**
Olmsted	1,342,665	29,767	19.6	28.1	21.9	18.3	.0474
• Rochester	855,598	29,199	20.5	27.0	21.9	17.8	.0336
SUBURBAN TOTAL	487,067	30,568	18.2	29.9	21.8	19.1	.0138
ST. CLOUD	**1,731,977**	**23,369**	**24.2**	**31.7**	**16.3**	**9.9**	**.0733**
Benton	276,532	23,029	23.8	31.5	16.7	9.0	.0088
Sherburne	375,486	27,800	18.8	33.5	21.7	12.4	.0117
Stearns	1,079,959	22,085	26.0	31.2	14.6	9.4	.0528
• St. Cloud	440,324	21,311	26.0	29.2	15.2	8.6	.0310
SUBURBAN TOTAL	1,291,653	24,109	23.6	32.6	16.7	10.4	.0423
OTHER COUNTIES							
Aitkin	93,599	13,182	33.3	22.3	5.7	1.4	.0041
Becker	236,943	15,759	32.6	25.4	7.8	4.7	.0092
Beltrami	292,749	17,684	28.2	25.8	11.6	6.9	.0124
Big Stone	71,894	18,423	28.8	29.1	9.4	7.4	.0025
Blue Earth	534,560	20,881	27.9	30.1	13.8	8.3	.0214
Brown	274,370	20,554	26.6	31.6	12.5	7.4	.0106
Carlton	320,217	24,982	21.5	30.6	18.6	11.1	.0108
Cass	173,280	14,822	33.4	23.8	7.6	3.5	.0068
Chippewa	144,358	19,125	28.3	28.7	12.0	7.1	.0050
Clearwater	59,115	12,966	30.1	22.5	6.5	2.2	.0024
Cook	42,655	17,756	28.5	26.0	13.1	4.8	.0016
Cottonwood	131,177	18,082	30.0	27.1	10.2	7.3	.0052
Crow Wing	423,803	18,227	28.2	27.7	11.6	6.3	.0171
Dodge	149,638	22,436	24.3	32.9	15.6	7.6	.0045
Douglas	273,740	17,806	29.0	28.3	10.3	5.6	.0107

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Faribault	164,467	16,536	32.0	27.5	8.6	4.3	.0062
Fillmore	166,384	15,547	30.7	26.4	7.4	4.1	.0072
Freeborn	333,713	19,391	27.2	31.7	11.9	4.9	.0134
Goodhue	441,047	23,800	23.1	30.4	17.0	10.8	.0157
Grant	72,182	19,067	28.9	28.1	11.1	8.7	.0023
Houston	165,855	20,429	27.1	30.4	13.5	7.2	.0055
Hubbard	126,254	16,195	32.0	25.7	8.9	5.0	.0045
Itasca	416,377	20,855	25.0	32.6	13.6	5.6	.0145
Jackson	125,260	19,405	28.0	29.4	11.7	7.5	.0043
Kanabec	116,690	17,970	29.7	27.8	11.7	5.0	.0041
Kandiyohi	381,076	19,927	28.8	29.4	12.4	8.0	.0146
Kittson	60,142	18,672	28.2	27.7	12.1	6.8	.0021
Koochiching	161,142	21,722	23.1	31.5	15.8	6.3	.0059
Lac qui Parle	83,604	16,143	31.1	25.7	8.7	4.6	.0030
Lake	124,465	23,136	24.3	38.5	12.3	7.9	.0043
Lake of the Woods	29,126	14,831	35.0	26.0	5.9	2.0	.0012
Le Sueur	218,168	19,557	27.0	30.8	12.1	6.0	.0075
Lincoln	55,900	13,425	33.3	19.3	7.2	3.5	.0020
Lyon	233,141	19,338	27.8	29.5	12.2	6.6	.0089
McLeod	300,772	21,689	25.6	33.0	14.7	6.6	.0116
Mahnomen	34,526	14,621	33.7	22.5	8.5	3.4	.0013
Marshall	91,985	15,338	32.1	24.9	8.0	3.7	.0031
Martin	297,996	22,954	25.6	30.5	15.1	11.7	.0099
Meeker	210,933	19,948	26.6	27.6	14.1	8.2	.0074
Mille Lacs	169,406	17,498	29.2	28.2	10.0	5.3	.0062
Morrison	234,170	16,710	28.7	26.8	9.5	5.1	.0093
Mower	393,198	19,628	26.0	28.0	14.0	7.1	.0145
Murray	89,610	16,921	32.1	27.0	8.5	5.1	.0034
Nicollet	346,143	26,418	21.8	29.3	19.3	14.3	.0104
Nobles	172,380	16,553	31.4	26.4	9.4	4.9	.0079
Norman	81,489	18,000	28.7	27.1	9.9	7.5	.0026
Otter Tail	458,366	16,702	29.8	26.9	9.3	5.0	.0174
Pennington	117,425	15,429	33.4	24.9	8.3	3.1	.0051
Pine	154,265	15,222	30.4	26.3	8.1	2.8	.0063
Pipestone	82,549	13,651	31.8	21.1	6.2	4.0	.0034
Polk	302,884	17,988	27.4	28.0	11.1	6.0	.0115
Pope	93,759	14,605	31.4	24.4	6.8	4.3	.0034
Red Lake	34,781	14,140	30.0	23.0	8.8	2.1	.0013
Redwood	157,116	16,995	30.5	26.8	9.5	5.3	.0058
Renville	181,548	19,163	28.5	31.2	10.8	5.7	.0064
Rice	474,423	22,468	25.3	31.0	16.4	8.3	.0167
Rock	82,444	15,776	32.3	28.2	6.3	4.0	.0037
Roseau	104,547	17,380	29.5	28.5	9.7	4.2	.0040
Sibley	140,713	19,541	28.1	30.3	12.3	6.2	.0044
Steele	327,764	23,700	23.8	33.8	16.3	9.0	.0119
Stevens	85,693	16,333	30.5	26.6	8.3	5.2	.0037
Swift	107,301	16,701	29.7	26.5	8.3	6.1	.0041
Todd	196,332	15,144	30.8	24.4	7.7	4.4	.0070
Traverse	47,809	18,896	29.6	27.2	11.1	8.9	.0017
Wabasha	197,398	20,394	25.9	30.0	13.1	7.9	.0067
Wadena	115,024	16,206	29.6	23.0	11.8	5.2	.0046
Waseca	201,115	22,987	23.8	30.3	16.9	10.0	.0063
Watonwan	107,448	17,537	30.3	29.6	8.4	4.8	.0038
Wilkin	81,689	22,569	26.4	31.4	14.4	10.0	.0028
Winona	490,664	22,420	25.1	29.7	15.2	10.6	.0175
Yellow Medicine	131,797	21,312	25.4	28.5	13.9	10.6	.0042
TOTAL METRO COUNTIES	**39,402,236**	**29,766**	**18.9**	**27.3**	**20.9**	**19.4**	**1.3088**
TOTAL STATE	**52,996,789**	**25,470**	**22.0**	**27.7**	**17.8**	**15.1**	**1.8116**

MISSISSIPPI

MISS. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BILOXI - GULFPORT	**202.3**	**.0832**	**29.9**	**13.1**	**16.7**	**18.6**	**22.8**	**72.4**	**1,136,987**	**218,158**	**134,853**	**174,912**	**46,503**	**297,183**	**46,707**
Hancock	31.2	.0128	32.7	9.1	14.4	18.7	28.0	11.1	118,900	38,396	8,707	13,854	3,141	28,269	3,582
Harrison	171.1	.0704	29.4	13.8	17.3	18.6	21.8	61.3	1,018,087	179,762	126,146	161,058	43,362	268,914	43,125
• Biloxi	50.9	.0209	27.4	20.1	17.8	15.6	20.9	18.0	351,275	49,542	57,435	96,338	15,829	50,601	16,363
• Gulfport	41.7	.0171	33.1	11.3	16.6	18.1	28.8	16.8	470,279	79,548	52,289	41,384	24,789	169,178	19,676
SUBURBAN TOTAL	109.7	.0452	29.8	10.6	16.6	20.2	21.2	37.6	315,433	89,068	25,129	37,190	5,885	77,404	10,668
JACKSON	**403.9**	**.1660**	**29.7**	**12.5**	**18.4**	**18.3**	**21.9**	**143.0**	**2,260,168**	**434,798**	**178,095**	**337,750**	**109,615**	**569,186**	**89,781**
Hinds	268.9	.1105	29.7	13.6	18.5	17.5	22.6	97.8	1,896,145	329,436	152,211	303,941	86,472	504,407	76,434
• Jackson	216.4	.0890	29.8	13.5	19.2	17.1	22.9	80.4	1,750,469	285,148	143,926	280,973	87,129	473,472	67,375
Madison	52.3	.0215	28.4	11.7	17.5	16.1	22.3	17.1	136,498	38,771	9,335	8,751	5,505	36,717	3,434
Rankin	82.7	.0340	30.6	9.6	18.9	22.2	19.4	28.1	227,525	66,591	16,549	25,058	17,638	28,062	9,913
SUBURBAN TOTAL	187.5	.0770	29.6	11.4	17.6	19.7	20.8	62.6	509,699	149,650	34,169	56,777	22,486	95,714	22,406
PASCAGOULA	**128.1**	**.0527**	**28.8**	**11.3**	**17.9**	**21.1**	**17.9**	**43.7**	**620,468**	**170,505**	**55,598**	**104,845**	**20,557**	**126,704**	**20,849**
Jackson	128.1	.0527	28.8	11.3	17.9	21.1	17.9	43.7	620,468	170,505	55,598	104,845	20,557	126,704	20,849
• Pascagoula	31.2	.0128	29.3	13.8	18.5	19.6	19.9	11.4	315,516	69,290	27,424	36,146	12,982	98,055	9,407
SUBURBAN TOTAL	96.9	.0399	28.7	10.5	17.6	21.5	17.4	32.3	304,952	101,215	28,174	68,697	7,575	28,649	11,442
OTHER COUNTIES															
Adams	39.1	.0161	31.4	10.8	15.3	18.0	26.5	13.8	307,277	50,894	19,125	51,865	12,624	95,133	12,899
Alcorn	34.1	.0140	33.2	9.3	16.3	20.3	26.8	13.1	188,450	41,471	15,456	21,477	6,441	42,254	8,054
Amite	13.4	.0055	32.6	9.5	12.9	16.3	30.6	4.6	28,337	9,602	1,417	1,475	846	7,211	803
Attala	19.8	.0082	35.0	8.7	12.9	17.1	32.9	7.1	69,884	14,020	3,714	11,338	5,451	12,567	4,092
Benton	8.6	.0035	31.4	10.5	12.8	16.4	29.0	2.7	8,406	3,919	757	217	541	1,273	215
Bolivar	45.2	.0186	26.6	12.6	14.1	13.7	24.4	14.3	171,551	40,634	8,793	19,708	8,808	39,020	7,693
Calhoun	15.6	.0064	33.6	9.8	14.3	17.5	30.5	5.7	40,829	12,428	1,723	4,130	1,960	8,406	1,259
Carroll	10.0	.0041	33.0	9.6	13.3	17.5	29.8	3.4	13,855	4,138	243		532	658	309
Chickasaw	18.2	.0075	31.4	9.9	15.2	17.6	26.9	6.2	82,038	19,850	2,621	7,778	12,491	20,665	3,517
Choctaw	9.2	.0038	32.7	9.3	14.0	17.6	29.1	3.1	16,787	5,476	613	1,297	793	3,723	1,062
Claiborne	12.6	.0051	26.0	20.4	13.4	13.6	24.3	3.7	20,921	7,956	915	1,224	800	1,941	1,045
Clarke	17.6	.0073	32.6	9.5	14.6	17.5	29.0	6.3	56,537	17,286	1,262	5,044	3,289	8,640	2,385
Clay	21.8	.0089	29.6	11.9	15.7	16.4	25.1	7.3	73,081	24,698	3,549	10,878	2,958	15,098	3,330
Coahoma	36.0	.0148	28.7	10.5	13.3	15.0	26.6	12.1	188,513	53,346	10,104	18,847	7,175	44,464	6,004
Copiah	27.4	.0113	31.0	12.1	13.8	16.2	28.3	9.2	75,657	19,564	3,077	7,097	3,159	21,076	4,749
Covington	16.8	.0069	31.9	9.8	13.6	18.2	27.6	5.8	44,602	10,607	1,055	2,693	1,383	12,330	2,505
☐ De Soto	63.6	.0262	29.8	9.2	17.1	23.2	17.8	20.9	189,646	69,483	10,909	15,815	3,696	41,379	5,610
Forrest	69.6	.0286	29.2	17.2	16.4	16.2	24.3	25.6	584,991	116,964	52,554	89,733	35,611	133,875	21,148
Hattiesburg	42.1	.0173	28.0	21.9	16.3	13.8	24.8	15.8	525,285	94,417	48,407	79,463	33,142	124,476	16,476
Franklin	8.6	.0035	33.9	9.7	13.5	17.0	31.5	3.2	11,653	3,000	178	496	801	3,088	1,318
George	16.5	.0068	30.2	9.5	15.3	19.5	23.2	5.4	51,392	17,654	2,942	7,796	856	11,936	1,545
Greene	10.3	.0042	30.3	9.9	14.6	18.2	25.0	3.3	10,541	2,885	346	308	777	2,761	1,212
Grenada	21.0	.0087	31.4	10.2	15.1	17.6	27.0	7.4	154,083	24,655	7,962	19,129	3,681	66,015	3,525
Holmes	23.1	.0095	28.8	11.5	11.7	13.5	29.2	7.5	85,059	41,766	1,879	3,461	1,681	13,934	3,771
Humphreys	13.8	.0057	27.6	10.6	12.1	14.6	26.5	4.5	52,072	18,458	2,187	2,783	3,549	9,703	1,821
Issaquena	2.4	.0010	27.6	11.7	13.8	17.0	22.8	.8	731	731					
Itawamba	21.5	.0088	34.1	10.1	14.9	19.8	28.9	7.8	49,954	11,920	2,211	7,003	1,765	15,720	1,697
Jasper	17.7	.0073	31.5	9.9	14.3	16.9	28.1	6.1	41,801	10,641	1,892	2,339	1,049	13,297	1,880
Jefferson	9.3	.0038	28.4	11.5	13.7	14.8	26.2	3.0	10,081	2,902	252	730	144	2,316	766
Jefferson Davis	14.3	.0059	30.4	9.4	14.2	16.0	27.5	4.6	30,458	9,257	1,276	3,751	445	6,552	475
Jones	63.0	.0259	32.8	10.8	15.8	18.6	27.9	22.9	362,495	69,133	25,820	52,191	25,766	88,450	17,309
Kemper	10.1	.0041	31.6	10.0	13.9	15.3	29.8	3.5	18,424	5,765	676	1,283	528	2,659	519
Lafayette	31.2	.0129	28.3	21.7	16.3	16.8	22.2	11.5	112,506	28,032	9,612	11,367	4,418	21,772	3,859
Lamar	27.7	.0113	29.5	11.5	17.4	19.8	20.7	9.5	47,787	16,530	1,165	7,773	339	8,738	2,750
Lauderdale	80.8	.0333	31.6	11.7	16.3	17.5	26.9	29.8	498,436	89,700	40,843	76,569	25,600	124,317	24,821
Meridian	48.1	.0198	33.6	9.9	15.8	16.7	31.1	19.0	454,837	80,163	35,293	74,643	24,181	120,724	23,998
Lawrence	12.9	.0053	31.2	10.3	14.2	18.3	26.3	4.4	33,540	9,417	1,119	593	1,723	11,683	2,381
Leake	19.0	.0078	33.9	9.2	13.8	17.3	31.2	6.8	61,751	13,883	2,199	12,497	2,491	14,361	3,388
Lee	64.3	.0264	31.7	10.1	17.1	20.2	24.2	23.8	554,150	97,340	28,387	81,369	22,921	149,682	17,156
Leflore	41.4	.0170	28.1	13.8	13.8	14.8	25.7	13.6	210,286	48,589	20,150	28,826	14,084	44,736	6,973
Lincoln	31.6	.0130	32.0	9.7	15.3	17.3	28.0	11.2	174,715	35,977	7,718	23,951	6,163	44,018	11,388
Lowndes	61.4	.0253	28.7	13.7	17.5	18.1	20.9	21.4	381,046	92,919	25,251	46,486	23,604	71,423	13,553
Marion	26.6	.0109	31.6	10.1	14.5	17.1	28.0	9.2	110,997	37,400	5,406	13,096	4,526	18,452	5,003

THE SUN HERALD

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MISS. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Marshall	33.2	.0137	28.5	12.2	14.1	17.3	23.6	10.2	63,909	18,042	2,973	9,450	1,185	12,937	2,282
Monroe	36.6	.0150	32.0	9.6	15.1	18.3	27.2	12.8	122,160	30,507	5,686	16,463	4,802	33,678	6,718
Montgomery	13.1	.0054	35.1	9.1	12.5	16.9	33.2	4.5	41,063	12,875	1,430	7,465	1,659	6,894	1,916
Neshoba	24.9	.0102	32.4	9.1	15.0	17.2	29.0	9.0	97,086	26,634	3,905	16,414	1,755	19,465	3,349
Newton	20.5	.0085	34.5	10.4	13.6	17.3	32.0	7.5	67,101	20,178	2,300	4,820	1,642	21,925	1,567
Noxubee	12.7	.0052	29.2	10.9	12.9	15.1	27.4	4.1	29,227	11,911	221	2,471	1,989	4,454	2,595
Oktibbeha	37.7	.0155	24.6	26.6	15.5	14.9	18.0	12.2	142,665	33,448	12,370	15,592	7,590	30,788	4,301
Panola	29.2	.0120	30.6	10.0	13.6	16.0	28.0	9.8	103,252	26,999	4,806	13,384	3,521	28,943	5,163
Pearl River	38.8	.0160	31.2	10.1	15.2	20.3	24.0	13.4	139,843	30,396	9,604	14,841	7,535	39,013	10,507
Perry	10.3	.0042	30.2	10.1	14.7	19.2	23.8	3.5	26,588	15,020	450	3,296	682	2,098	942
Pike	38.5	.0158	31.8	9.9	14.5	16.9	28.5	13.6	205,294	39,197	20,370	22,269	13,522	46,741	12,010
Pontotoc	22.8	.0094	33.3	9.5	15.3	18.1	29.3	8.2	54,951	21,697	2,720	7,175	2,198	5,805	1,842
Prentiss	25.5	.0105	33.2	10.6	15.0	19.0	28.2	9.1	69,173	20,182	3,893	6,716	2,148	20,129	3,226
Quitman	11.8	.0048	29.5	9.6	12.9	14.5	28.4	4.0	43,783	15,812	1,403	6,438	1,383	6,756	1,733
Scott	26.1	.0108	31.3	9.9	15.0	18.1	26.3	9.3	101,417	26,667	4,920	11,627	4,416	25,235	4,593
Sharkey	7.8	.0032	27.2	10.6	14.3	14.5	24.3	2.3	22,517	8,578	984	2,051	217	4,026	598
Simpson	25.0	.0102	31.9	9.5	15.2	17.8	27.4	8.5	80,985	21,661	4,323	10,324	1,915	22,304	4,693
Smith	16.2	.0067	32.6	9.5	14.8	18.4	28.0	5.6	33,981	10,298	569	1,281	569	10,631	847
Stone	10.3	.0042	30.2	13.9	14.9	17.8	25.1	3.4	35,140	7,557	2,091	1,278	536	10,164	1,719
Sunflower	36.8	.0152	28.1	12.9	16.3	14.7	24.1	10.6	108,642	29,056	5,526	14,913	2,318	27,103	4,455
Tallahatchie	16.3	.0067	29.7	9.8	12.4	15.5	27.8	5.4	36,177	11,546	1,311	4,083	1,309	7,957	2,844
Tate	21.5	.0088	29.3	14.0	14.4	17.6	24.1	6.8	112,436	34,962	9,226	11,576	1,182	29,095	1,860
Tippah	19.9	.0082	33.6	9.9	14.2	18.3	29.7	7.2	78,904	21,287	2,793	10,008	3,550	20,594	2,455
Tishomingo	18.8	.0077	34.8	9.3	15.9	20.1	29.5	7.2	55,289	20,458	1,547	8,370	4,220	7,283	2,081
Tunica	9.2	.0038	26.2	10.1	12.6	12.5	26.5	3.0	32,729	5,741	1,985	5,163	1,030	8,712	2,003
Union	23.3	.0096	34.0	8.9	15.6	18.2	30.3	8.9	79,072	15,647	5,896	12,565	3,888	13,060	3,241
Walthall	13.9	.0057	31.6	9.4	13.4	17.2	28.3	4.7	30,663	5,629	1,370	3,691	925	9,819	1,276
Warren	53.4	.0220	30.5	10.4	16.8	18.1	24.3	19.0	262,678	68,711	23,680	38,697	9,821	55,952	11,755
Washington	71.7	.0294	28.4	10.3	15.3	15.9	24.1	23.6	366,936	72,422	21,396	67,428	19,131	86,744	12,060
Greenville	40.1	.0165	29.3	10.2	14.9	15.7	25.9	13.5	315,830	56,456	20,347	65,383	15,898	77,795	9,924
Wayne	20.7	.0086	29.6	11.1	15.5	18.1	23.5	6.8	64,648	18,908	2,887	5,702	5,074	10,816	3,038
Webster	10.2	.0042	36.5	9.4	12.7	18.1	33.8	3.7	26,745	6,766	988	2,296	1,300	7,659	1,346
Wilkinson	10.1	.0041	32.3	10.4	13.8	15.8	30.5	3.4	21,285	8,248	742	2,908	875	3,345	1,045
Winston	19.5	.0080	32.9	8.9	14.5	17.0	30.1	6.8	56,951	12,986	1,798	6,977	3,738	15,742	3,670
Yalobusha	13.4	.0055	33.8	9.9	13.8	15.7	32.6	4.9	65,825	37,003	2,697	4,624	2,501	6,484	1,408
Yazoo	27.3	.0113	31.1	10.0	13.6	16.0	28.7	9.4	102,545	31,020	4,342	9,427	4,228	20,755	4,876
TOTAL METRO COUNTIES	**797.9**	**.3281**	**29.6**	**12.2**	**17.8**	**19.3**	**21.1**	**280.0**	**4,207,269**	**892,944**	**379,455**	**633,322**	**180,371**	**1,034,452**	**162,947**
TOTAL STATE	**2,668.4**	**1.0972**	**30.4**	**11.7**	**15.8**	**17.8**	**24.9**	**927.6**	**12,224,603**	**2,832,400**	**869,106**	**1,673,703**	**556,498**	**2,931,505**	**501,140**

MISS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**1,961,457**	**19,007**	**28.7**	**26.0**	**12.5**	**9.0**	**.0727**
Hancock	265,485	17,016	30.3	24.1	10.7	7.1	.0095
Harrison	1,695,972	19,397	28.6	26.2	12.8	9.4	.0632
• Biloxi	503,082	17,898	32.0	25.2	10.5	8.2	.0198
• Gulfport	451,181	18,424	28.7	24.8	11.7	9.5	.0206
SUBURBAN TOTAL	1,007,194	19,922	27.2	26.8	13.8	9.2	.0323
JACKSON	**4,253,019**	**21,606**	**24.6**	**25.8**	**14.7**	**12.9**	**.1507**
Hinds	2,907,721	21,050	25.2	25.7	13.8	12.8	.1094
• Jackson	2,380,403	20,811	25.9	26.1	13.4	12.4	.0933
Madison	436,979	17,444	26.3	22.0	12.4	10.2	.0145
Rankin	908,319	26,637	21.7	28.4	19.2	14.9	.0268
SUBURBAN TOTAL	1,872,616	22,801	22.9	25.5	16.4	13.5	.0574
PASCAGOULA	**1,366,837**	**25,614**	**22.0**	**30.9**	**18.9**	**12.6**	**.0461**
Jackson	1,366,837	25,614	22.0	30.9	18.9	12.6	.0461
• Pascagoula	362,714	23,773	24.4	28.9	16.9	12.8	.0151
SUBURBAN TOTAL	1,004,123	26,224	21.1	31.7	19.6	12.5	.0310
OTHER COUNTIES							
Adams	325,237	15,784	24.4	22.4	11.2	8.1	.0150
Alcorn	309,914	16,856	28.0	24.7	10.3	6.8	.0118
Amite	107,258	15,736	26.1	20.9	11.6	7.9	.0035
Attala	133,848	13,379	28.5	22.5	6.2	3.9	.0053
Benton	59,561	16,753	29.5	25.7	8.6	6.4	.0019
Bolivar	285,961	12,590	26.2	18.0	6.7	7.0	.0119
Calhoun	102,854	13,316	31.2	21.3	7.3	2.3	.0039
Carroll	66,227	13,962	28.3	21.7	8.2	4.4	.0022
Chickasaw	119,670	14,543	30.4	25.7	6.3	3.2	.0051
Choctaw	56,318	13,092	30.3	20.9	6.2	3.1	.0022
Claiborne	74,627	12,495	22.1	17.1	10.6	6.3	.0026
Clarke	134,018	16,340	25.2	27.2	9.6	4.7	.0048
Clay	170,742	17,973	25.7	27.6	11.0	6.1	.0061
Coahoma	228,104	12,091	26.0	18.2	7.9	4.7	.0107

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

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(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Copiah	193,971	14,021	28.5	21.9	7.5	5.7	.0070
Covington	121,677	14,036	29.0	20.9	8.2	6.0	.0044
☐ De Soto	619,993	25,959	21.1	30.1	20.2	10.7	.0195
Forrest	624,203	16,818	26.8	23.9	10.9	8.2	.0280
Hattiesburg	388,806	15,830	26.7	21.9	10.0	8.9	.0207
Franklin	66,518	14,711	24.1	21.5	12.3	4.8	.0021
George	144,415	21,486	22.7	29.7	13.7	9.5	.0048
Greene	68,734	15,815	26.5	25.9	11.2	3.5	.0022
Grenada	177,856	17,955	24.8	26.5	11.2	7.6	.0079
Holmes	111,032	8,940	24.9	13.3	4.8	2.3	.0054
Humphreys	65,916	8,474	23.2	12.8	5.0	2.9	.0033
Issaquena	14,617	10,676	26.9	14.9	4.5	6.5	.0005
Itawamba	158,916	15,979	32.0	28.7	6.8	2.8	.0054
Jasper	113,943	13,886	31.2	23.1	6.0	3.4	.0043
Jefferson	53,852	11,245	24.0	18.2	7.5	4.7	.0018
Jefferson Davis	104,493	15,586	28.5	21.4	10.4	7.8	.0035
Jones	545,582	17,831	27.9	27.6	10.5	6.4	.0218
Kemper	58,311	11,856	29.1	21.0	4.4	2.6	.0020
Lafayette	298,005	16,937	25.5	23.4	10.9	8.7	.0099
Lamar	242,823	19,662	25.1	28.8	12.5	7.9	.0073
Lauderdale	792,144	18,216	25.9	24.7	11.7	9.6	.0301
Meridian	481,916	17,376	24.7	23.8	11.0	9.8	.0213
Lawrence	110,219	18,022	23.8	24.4	12.2	9.6	.0036
Leake	117,070	12,346	30.5	20.3	5.0	2.9	.0048
Lee	605,599	19,480	27.8	29.8	11.4	7.5	.0267
Leflore	284,677	13,335	27.7	18.5	8.6	6.1	.0124
Lincoln	236,649	15,607	26.6	24.9	9.8	4.7	.0102
Lowndes	509,076	17,173	29.8	26.1	10.3	6.1	.0213
Marion	224,312	16,953	28.4	22.2	12.7	8.0	.0080
Marshall	202,785	14,521	28.4	23.8	8.2	4.4	.0075
Monroe	273,345	16,314	27.2	27.5	9.4	4.5	.0101

MISS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Montgomery	78,920	12,772	29.3	20.2	5.9	3.1	.0032
Neshoba	197,700	15,829	29.3	24.0	8.8	6.3	.0074
Newton	153,979	14,621	28.1	22.0	9.5	4.2	.0056
Noxubee	65,143	10,946	29.6	16.7	3.6	3.6	.0027
Oktibbeha	299,999	15,458	27.1	20.1	9.9	9.6	.0111
Panola	184,726	12,805	28.6	20.2	6.6	4.0	.0076
Pearl River	319,215	17,090	27.1	23.5	11.9	7.7	.0113
Perry	93,996	19,880	19.9	25.1	12.3	12.3	.0031
Pike	310,582	15,822	28.1	22.6	10.2	7.3	.0124
Pontotoc	161,317	14,522	31.5	23.9	6.9	3.4	.0057
Prentiss	188,424	15,261	30.0	26.3	6.4	4.5	.0068
Quitman	52,440	8,400	25.3	12.9	2.3	2.2	.0026
Scott	196,382	14,921	29.9	22.3	8.4	5.5	.0074
Sharkey	43,121	10,755	28.1	14.9	4.8	5.7	.0019
Simpson	204,035	17,905	27.2	25.7	12.4	7.4	.0070
Smith	120,493	15,000	28.4	22.0	10.7	5.4	.0041
Stone	87,372	19,929	23.9	27.6	13.4	8.8	.0030
Sunflower	198,220	11,875	28.0	18.5	6.4	4.2	.0085
Tallahatchie	82,144	9,349	25.5	13.7	4.0	3.9	.0036
Tate	133,798	14,291	28.6	25.5	6.5	2.9	.0062
Tippah	136,784	14,421	33.5	22.2	6.3	2.9	.0056
Tishomingo	130,542	14,364	33.2	24.0	5.8	2.5	.0048
Tunica	41,790	7,930	21.8	11.3	2.8	3.7	.0022
Union	178,154	15,119	29.7	27.0	6.6	3.7	.0065
Walthall	108,336	15,468	25.5	23.6	8.5	8.0	.0035
Warren	532,436	21,669	22.0	25.2	16.1	12.0	.0187
Washington	501,077	14,269	27.0	21.6	8.1	6.3	.0218
Greenville	281,219	14,179	27.3	21.0	8.4	5.8	.0144
Wayne	158,772	16,361	26.4	22.3	11.4	7.9	.0056
Webster	67,862	13,712	30.2	24.0	4.9	3.0	.0026
Wilkinson	68,165	14,652	28.6	21.5	7.9	5.7	.0024
Winston	146,361	15,402	28.9	25.2	7.9	5.3	.0052
Yalobusha	97,437	14,836	30.0	23.3	8.0	4.4	.0041
Yazoo	180,284	12,529	27.8	19.2	6.6	4.9	.0073
TOTAL METRO COUNTIES	**8,201,306**	**21,747**	**25.1**	**26.9**	**15.2**	**11.7**	**.2890**
TOTAL STATE	**22,416,391**	**17,111**	**26.7**	**24.4**	**11.0**	**7.8**	**.8438**

MISSOURI

MO.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**109.1**	**.0448**	**27.1**	**24.6**	**20.8**	**16.1**	**17.5**	**39.3**	**569,524**	**125,449**	**56,217**	**77,351**	**23,200**	**142,880**	**17,080**
Boone	109.1	.0448	27.1	24.6	20.8	16.1	17.5	39.3	569,524	125,449	56,217	77,351	23,200	142,880	17,080
• Columbia	65.6	.0270	25.0	33.2	19.1	13.7	17.3	23.3	528,470	113,014	54,173	77,232	22,417	129,922	17,036
SUBURBAN TOTAL	43.5	.0178	29.7	11.7	23.4	19.6	17.9	16.0	41,054	12,435	2,044	119	783	12,958	44
JOPLIN	**134.7**	**.0554**	**34.3**	**10.5**	**15.4**	**18.9**	**30.1**	**50.7**	**839,315**	**182,607**	**69,386**	**127,665**	**29,912**	**226,851**	**16,896**
Jasper	90.6	.0373	34.1	11.0	15.7	18.1	30.5	34.6	635,439	124,979	54,498	112,298	23,140	169,507	14,634
• Joplin	40.2	.0165	34.4	12.7	15.9	16.7	32.4	16.4	502,986	100,881	44,472	88,246	19,460	138,594	12,366
Newton	44.1	.0181	34.9	9.5	14.7	20.6	29.2	16.1	203,876	57,628	14,888	15,367	6,772	57,344	2,262
SUBURBAN TOTAL	94.5	.0389	34.3	9.6	15.1	19.8	29.1	34.3	336,329	81,726	24,914	39,419	10,452	88,257	4,530
KANSAS CITY	**1,525.0**	**.6268**	**32.3**	**10.6**	**18.3**	**20.2**	**24.9**	**574.1**	**11,010,066**	**2,052,007**	**975,965**	**1,515,617**	**451,563**	**2,889,180**	**314,565**
Cass	57.0	.0234	31.9	9.3	16.4	22.9	22.1	19.5	234,748	61,250	16,371	37,926	4,981	64,175	6,886
Clay	147.9	.0608	31.7	11.5	19.1	21.7	22.0	55.2	1,306,993	243,729	87,166	228,336	41,723	374,418	36,104
Jackson	639.1	.2627	32.7	11.2	18.2	18.9	26.9	249.5	5,309,932	913,037	534,312	685,661	195,289	1,425,988	152,915
Independence	115.4	.0474	33.0	10.9	17.6	20.1	26.4	44.2	927,232	171,126	81,974	129,250	33,386	301,848	25,234
• Kansas City	450.6	.1853	32.6	11.6	18.4	18.1	27.5	178.1	3,862,544	617,439	415,320	615,400	146,881	909,985	106,529
Lafayette	31.4	.0129	36.4	8.9	14.2	19.4	32.6	11.5	114,292	29,433	10,030	11,413	3,090	34,354	3,140
Platte	52.5	.0216	31.2	9.8	19.9	23.7	18.7	18.8	173,740	47,326	27,554	13,298	3,679	21,245	7,524
Ray	23.2	.0095	34.5	8.5	15.0	21.7	27.5	8.1	69,797	14,457	4,329	9,240	2,094	10,077	2,261
Johnson, Kans.	*317.1*	*.1304*	*32.1*	*9.2*	*20.3*	*22.6*	*21.5*	*119.4*	*2,659,455*	*456,881*	*204,980*	*383,094*	*163,285*	*673,980*	*61,479*
• Olathe	*50.8*	*.0209*	*27.8*	*11.9*	*25.3*	*19.0*	*12.8*	*17.4*	*359,557*	*81,941*	*23,949*	*36,078*	*13,072*	*118,415*	*6,824*
Overland Park	*93.7*	*.0385*	*32.9*	*8.8*	*19.4*	*24.2*	*21.8*	*35.6*	*1,147,890*	*131,874*	*80,181*	*260,748*	*73,738*	*307,975*	*25,201*
Leavenworth, Kans.	*59.6*	*.0245*	*32.1*	*10.5*	*18.4*	*21.8*	*22.9*	*16.8*	*219,983*	*52,809*	*15,389*	*23,391*	*9,956*	*72,593*	*5,673*
• Leavenworth	*35.8*	*.0147*	*32.0*	*11.5*	*18.6*	*20.9*	*23.5*	*11.3*	*184,624*	*43,413*	*13,247*	*21,940*	*8,044*	*60,370*	*4,597*
Miami, Kans.	*23.1*	*.0094*	*34.9*	*8.8*	*14.8*	*19.5*	*30.3*	*8.4*	*92,221*	*30,058*	*5,999*	*11,549*	*3,997*	*20,337*	*3,587*
Wyandotte, Kans.	*174.1*	*.0716*	*31.5*	*11.7*	*16.7*	*17.3*	*26.8*	*64.9*	*828,905*	*203,027*	*69,835*	*111,709*	*23,469*	*192,013*	*34,996*
• Kansas City	*162.0*	*.0666*	*31.4*	*11.9*	*16.6*	*17.1*	*27.0*	*60.9*	*778,868*	*191,500*	*68,038*	*111,398*	*23,021*	*165,054*	*34,109*
SUBURBAN TOTAL	825.8	.3393	32.7	9.6	18.2	22.1	23.8	306.4	5,824,473	1,117,714	455,411	730,801	260,545	1,635,356	162,506
ST. JOSEPH	**86.4**	**.0355**	**34.2**	**11.0**	**15.3**	**17.3**	**31.4**	**32.2**	**582,377**	**136,216**	**47,393**	**98,492**	**21,015**	**159,750**	**13,164**
Buchanan	86.4	.0355	34.2	11.0	15.3	17.3	31.4	32.2	582,377	136,216	47,393	98,492	21,015	159,750	13,164
• St. Joseph	74.7	.0307	34.2	11.2	15.4	16.6	32.2	28.1	564,419	133,696	45,696	95,207	20,749	157,246	13,078
SUBURBAN TOTAL	11.7	.0048	33.8	9.5	15.0	21.4	26.8	4.1	17,958	2,520	1,697	3,285	266	2,504	86
ST. LOUIS	**2,451.2**	**1.0081**	**32.6**	**10.8**	**16.9**	**19.5**	**26.4**	**889.6**	**16,174,236**	**3,256,884**	**1,505,043**	**2,272,887**	**723,790**	**4,007,216**	**432,427**
Franklin	79.9	.0329	31.9	10.1	15.6	19.6	25.6	26.6	430,479	106,599	28,114	32,932	12,708	120,174	11,680
Jefferson	166.5	.0685	29.8	10.3	19.1	21.2	18.9	53.8	562,562	158,927	34,185	73,087	15,673	119,144	10,912
St. Charles	179.9	.0740	29.6	10.2	19.7	22.6	16.8	59.2	845,435	170,451	68,955	114,658	28,221	215,175	15,058
• St. Charles	52.2	.0215	32.1	12.3	16.9	21.2	24.0	19.2	388,055	54,999	33,868	27,360	13,534	152,127	8,750
St. Louis	1,002.0	.4120	33.3	10.4	17.6	21.0	26.0	363.0	8,382,352	1,529,519	675,475	1,233,983	449,964	2,258,164	234,396
Florissant	58.1	.0239	32.4	12.2	16.0	21.7	24.0	19.1	376,448	119,558	30,780	20,942	16,322	118,123	16,885
University City	43.6	.0179	34.2	9.6	18.6	19.4	29.2	17.5	123,228	29,715	12,701	9,538	8,130	13,224	12,324
St. Louis city	428.9	.1764	34.4	11.7	15.2	14.9	34.2	171.2	2,846,199	660,250	429,977	308,841	91,076	526,094	88,790
• St. Louis	428.9	.1764	34.4	11.7	15.2	14.9	34.2	171.1	2,846,199	660,250	429,977	308,841	91,076	526,094	88,790
Clinton, Ill.	*34.1*	*.0140*	*31.3*	*11.4*	*15.2*	*17.6*	*26.9*	*11.8*	*132,220*	*27,115*	*11,459*	*4,499*	*9,223*	*38,025*	*1,909*
Jersey, Ill.	*21.1*	*.0087*	*32.2*	*12.6*	*14.8*	*19.2*	*26.7*	*7.2*	*63,951*	*12,567*	*5,958*	*10,175*	*2,427*	*20,370*	*1,603*
Madison, Ill.	*249.6*	*.1026*	*33.4*	*10.7*	*15.9*	*19.6*	*27.9*	*94.0*	*1,441,260*	*313,847*	*123,594*	*241,572*	*50,891*	*372,552*	*33,393*
• Alton	*33.2*	*.0137*	*34.4*	*10.8*	*14.8*	*16.0*	*33.1*	*13.1*	*318,519*	*39,873*	*26,349*	*90,974*	*14,633*	*76,847*	*5,949*
• Granite City	*35.9*	*.0148*	*33.4*	*11.1*	*15.7*	*18.7*	*28.7*	*13.7*	*222,067*	*57,885*	*21,832*	*18,033*	*4,370*	*42,821*	*8,972*

MO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Monroe, Ill.	*21.3*	*.0088*	*34.2*	*10.0*	*14.8*	*20.1*	*28.7*	*7.6*	*80,589*	*21,870*	*7,189*	*4,403*	*1,788*	*20,084*	*2,306*
St. Clair, Ill.	*267.9*	*.1102*	*31.1*	*11.3*	*15.8*	*18.3*	*25.6*	*95.2*	*1,389,189*	*255,739*	*120,137*	*238,737*	*61,819*	*317,434*	*32,390*
• *Belleville*	*42.2*	*.0174*	*38.0*	*10.6*	*15.5*	*16.1*	*37.1*	*17.3*	*404,519*	*80,017*	*31,453*	*21,[illegible]31*	*19,445*	*160,320*	*13,752*
• *East St. Louis*	*50.9*	*.0209*	*25.2*	*11.3*	*14.5*	*15.2*	*20.6*	*16.0*	*129,646*	*35,374*	*10,760*	*6,273*	*3,851*	*12,645*	*7,131*
SUBURBAN TOTAL	1,807.9	.7434	32.3	10.5	17.4	20.8	24.5	639.2	11,865,231	2,328,486	950,804	1,799,675	576,881	3,036,362	299,093
SPRINGFIELD	**228.5**	**.0940**	**31.8**	**14.0**	**17.4**	**18.8**	**25.6**	**86.3**	**1,551,125**	**318,766**	**130,555**	**252,772**	**78,209**	**405,003**	**37,050**
Christian	27.7	.0114	32.7	9.4	16.5	21.1	25.1	9.7	107,750	32,975	4,934	1,148	2,227	45,494	1,190
Greene	200.8	.0826	31.7	14.6	17.8	18.4	25.6	76.6	1,443,375	285,791	125,621	251,624	75,982	359,509	35,860
• Springfield	142.3	.0585	31.5	17.1	17.5	16.4	27.4	56.5	1,335,976	264,701	118,950	251,049	71,420	319,592	33,659
SUBURBAN TOTAL	86.2	.0355	32.3	8.9	17.5	22.7	22.6	29.8	215,149	54,065	11,605	1,723	6,789	85,411	3,391
OTHER COUNTIES															
Adair	25.0	.0102	28.5	23.7	16.6	14.4	24.8	9.2	164,797	38,604	17,892	17,114	7,079	40,944	1,932
Andrew	15.2	.0063	34.7	8.8	14.9	19.4	30.1	5.2	44,613	9,924	1,391	2,034	1,856	17,513	137
Atchison	8.3	.0034	37.5	9.8	14.2	16.9	36.1	3.2	45,103	13,933	3,306	615	686	6,931	636
Audrain	26.1	.0107	34.5	9.2	14.9	17.2	32.1	9.7	128,774	35,565	7,251	16,041	6,702	24,811	4,034
Barry	27.3	.0113	38.8	8.0	12.5	18.5	36.6	10.1	119,687	32,713	7,925	15,447	2,792	27,712	2,634
Barton	11.9	.0048	38.5	9.2	13.1	16.3	37.8	4.6	40,607	8,602	2,374	8,481	492	8,238	932
Bates	16.3	.0067	39.0	7.9	12.8	18.2	37.0	6.1	56,417	14,698	2,914	4,286	1,854	17,924	934
Benton	13.6	.0056	43.1	6.8	11.0	17.8	42.1	5.3	50,419	12,112	5,172	6,686	1,484	13,660	1,101
Bollinger	11.0	.0046	35.9	9.0	13.6	18.1	33.0	4.1	23,080	5,276	942	193	396	9,123	506
Butler	39.8	.0164	35.4	8.9	14.8	19.1	31.4	14.9	310,590	66,438	18,477	35,923	13,994	97,834	7,992
Caldwell	8.5	.0035	39.3	7.4	12.2	18.7	37.2	3.2	26,770	6,581	1,943	392	306	9,315	46
Callaway	34.0	.0140	31.3	13.2	17.1	18.6	25.1	11.4	123,965	31,446	13,055	13,770	3,671	18,065	2,468
Camden	24.6	.0101	40.3	8.0	13.4	18.8	38.2	9.8	168,827	45,228	17,662	13,695	6,498	40,759	1,672
Cape Girardeau	62.8	.0258	31.2	16.6	16.8	17.4	26.3	22.6	424,433	93,014	32,244	66,679	24,253	101,490	8,352
Carroll	11.6	.0048	37.8	8.3	13.6	17.0	36.5	4.6	36,960	10,282	2,329	3,063	1,289	5,735	1,249
Carter	6.1	.0025	34.5	8.5	14.7	19.3	30.0	2.0	11,868	3,057	2,156	479	134	276	148
Cedar	12.8	.0053	43.0	7.1	11.6	17.1	42.4	5.0	53,952	13,699	1,973	5,113	1,112	19,283	1,351
Chariton	10.3	.0042	39.5	8.5	13.0	16.8	38.5	4.0	30,951	9,321	2,164	2,650	1,430	6,335	609
Clark	8.5	.0035	34.7	8.8	14.5	18.1	31.4	3.0	30,667	4,704	2,044	3,975	389	5,641	871
Clinton	17.2	.0071	34.7	8.1	14.4	21.2	28.4	6.1	56,808	16,710	3,469	9,645	779	10,188	1,212
Cole	63.4	.0261	31.4	13.0	20.0	19.0	23.8	21.8	528,047	78,682	35,439	74,437	24,363	157,314	13,336
Cooper	15.0	.0061	36.2	9.2	13.4	16.8	34.6	5.4	71,860	16,255	4,120	5,086	3,316	22,484	2,998
Crawford	20.2	.0083	35.9	8.8	13.2	18.2	32.9	7.2	85,074	18,489	2,889	10,821	1,986	15,686	1,409
Dade	7.5	.0031	42.0	7.4	12.1	16.7	41.7	3.1	16,204	5,681	850	353	492	1,479	655
Dallas	13.6	.0056	38.6	7.9	12.5	18.5	36.2	4.9	55,332	25,644	2,326	524	3,630	10,167	1,118
Daviess	8.8	.0036	39.0	8.0	12.2	17.0	37.7	3.4	15,172	3,378	911	863	331	4,426	328
De Kalb	8.5	.0035	38.0	8.2	13.0	18.9	35.3	3.1	18,626	3,969	2,951	302	898	5,362	

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Source: Survey of Buying Power 1986

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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

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				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Dent	15.5	.0064	36.1	9.0	13.9	18.9	32.6	5.6	57,134	16,605	2,840	9,551	2,713	9,029	1,360
Douglas	12.8	.0053	36.3	8.1	13.6	19.7	32.2	4.7	28,648	4,979	1,717	8,710	954	3,819	1,188
Dunklin	36.4	.0149	35.4	8.7	13.7	18.3	32.3	13.3	178,768	38,871	7,409	28,830	8,946	46,259	5,337
Gasconade	13.9	.0057	40.3	8.2	12.7	17.0	39.3	5.3	58,964	12,639	2,897	8,207	3,041	14,652	1,910
Gentry	8.1	.0033	41.7	7.9	12.0	16.6	41.1	3.1	32,368	8,552	985	1,074	647	10,692	542
Grundy	12.0	.0049	38.6	8.4	14.1	18.0	36.6	4.7	65,415	19,993	6,112	8,990	1,117	12,495	1,488
Harrison	9.6	.0040	41.4	8.7	11.9	17.3	40.3	4.2	79,609	16,431	2,319	9,613	1,220	18,536	1,993
Henry	20.5	.0084	38.7	8.1	13.4	17.4	37.3	8.0	96,958	27,558	7,784	13,653	4,351	14,163	5,768
Hickory	7.3	.0030	47.0	5.9	10.2	16.3	46.8	3.1	9,716	3,343	1,154	73	423	886	171
Holt	6.7	.0028	41.0	7.2	13.1	15.9	40.8	2.7	26,458	4,037	918	359	141	11,966	75
Howard	10.0	.0041	36.3	12.6	13.1	15.9	35.5	3.6	32,589	10,906	1,967	1,238	1,119	4,231	1,449
Howell	31.2	.0128	36.4	8.5	14.0	19.5	32.4	11.6	174,784	45,541	9,400	23,170	5,898	46,353	5,083
Iron	11.6	.0048	35.4	8.3	13.9	18.9	31.7	3.9	36,419	11,485	1,957	1,773	1,572	11,405	1,222
Johnson	39.7	.0163	26.2	24.7	15.8	16.3	19.7	12.8	148,261	37,234	15,801	21,254	4,672	36,930	4,242
Knox	5.5	.0022	39.5	8.1	11.7	17.9	37.8	2.1	17,413	3,507	849	1,390	967	5,716	1,067
Laclede	27.0	.0111	35.0	9.0	14.7	19.6	30.3	10.0	146,241	33,382	9,664	15,652	3,717	29,488	1,947
Lawrence	31.7	.0131	36.7	8.4	13.4	18.5	33.7	11.7	106,060	30,114	6,433	9,895	2,896	34,606	2,148
Lewis	10.8	.0044	34.7	11.9	13.4	18.3	31.3	3.9	50,721	11,002	2,097	603	834	19,590	143
Lincoln	25.2	.0104	34.1	9.5	14.4	19.3	29.4	8.6	95,664	23,183	4,790	11,588	1,941	32,854	3,017
Linn	15.4	.0063	41.4	8.2	12.8	16.4	40.8	6.2	75,969	19,147	4,179	12,649	3,439	15,392	2,191
Livingston	15.7	.0065	37.0	8.5	14.2	17.6	34.9	6.0	110,715	25,957	6,220	15,451	5,709	25,629	2,028
McDonald	16.4	.0067	35.9	8.7	13.4	20.9	30.3	5.9	71,379	20,919	2,096	4,308	1,986	11,149	1,004
Macon	16.7	.0069	38.8	8.0	13.4	17.3	37.4	6.3	66,660	18,225	4,650	6,571	1,944	15,573	1,860
Madison	11.7	.0048	38.8	8.6	12.8	17.6	37.1	4.5	38,601	10,355	2,844	7,446	1,449	4,496	825
Maries	7.9	.0032	36.9	8.0	13.6	19.0	33.6	2.9	16,657	4,693	1,289	581	165	4,527	
Marion	28.7	.0118	34.8	9.6	15.2	16.6	33.0	10.7	187,840	50,178	13,318	19,649	4,921	53,260	4,795
Mercer	4.5	.0019	43.9	8.7	11.4	16.8	42.8	1.7	14,423	5,507	812		1,177	2,501	107
Miller	21.4	.0088	34.9	9.0	14.6	18.1	31.7	7.8	117,319	24,880	11,653	14,468	3,669	29,047	1,395
Mississippi	15.5	.0064	33.5	9.2	13.6	17.7	30.3	5.4	59,309	12,285	1,151	9,880	838	17,363	1,703
Moniteau	13.0	.0053	35.5	9.1	14.9	18.0	32.6	4.4	44,633	9,642	1,534	2,407	902	20,377	669
Monroe	9.8	.0040	36.5	9.2	13.5	17.7	34.1	3.5	32,551	11,846	1,521	2,300	1,184	5,295	1,202
Montgomery	11.8	.0049	38.1	8.3	12.3	18.2	35.8	4.2	53,754	16,919	4,428	2,154	1,167	11,941	564
Morgan	15.7	.0064	41.5	7.1	11.6	18.0	40.1	5.8	64,510	18,023	4,168	7,014	2,130	14,609	961
New Madrid	22.7	.0094	32.6	9.1	13.9	17.7	28.9	7.8	110,365	23,740	4,634	10,874	5,527	12,930	4,680
Nodaway	21.6	.0089	30.9	19.0	13.9	15.2	29.2	7.6	95,795	26,247	10,023	8,775	2,096	19,125	1,723
Oregon	10.7	.0044	38.2	7.8	12.9	18.3	35.8	3.9	45,783	11,939	1,322	864	576	13,420	1,356
Osage	12.6	.0052	32.5	10.6	13.5	16.8	29.9	4.1	51,093	6,156	1,456	890	365	31,119	
Ozark	9.0	.0037	39.2	7.6	12.8	18.6	36.7	3.4	22,895	6,409	1,033	252	470	7,156	159
Pemiscot	24.5	.0100	32.7	9.2	13.0	15.8	31.2	8.6	68,252	24,162	3,428	9,361	2,508	8,901	1,832
Perry	17.8	.0074	33.5	9.6	14.7	16.2	31.7	6.1	75,467	11,523	6,846	19,145	2,220	12,508	2,217
Pettis	36.9	.0151	35.5	10.1	14.5	18.6	32.0	13.9	220,558	44,667	16,919	26,772	7,790	68,492	5,759
Phelps	34.6	.0143	30.7	18.3	14.3	17.8	26.1	11.9	214,045	44,018	17,691	23,355	5,628	56,881	3,930
Pike	17.1	.0070	34.9	9.0	13.7	18.7	31.2	6.0	68,822	19,312	4,081	9,134	1,110	12,657	2,836
Polk	20.6	.0084	35.2	13.3	12.6	17.5	32.8	7.3	91,743	18,873	4,464	14,476	1,414	31,135	2,267
Pulaski	43.3	.0179	24.2	26.5	17.7	15.2	14.2	11.1	148,771	28,414	16,237	13,500	3,528	39,423	2,835
Putnam	5.7	.0023	40.8	7.6	11.2	18.0	39.4	2.1	16,630	5,966	577	609	117	3,905	515
Ralls	9.3	.0038	34.7	8.5	15.4	18.1	31.3	3.4	14,151	5,046	303	219	960	3,583	
Randolph	27.7	.0114	33.7	10.9	17.2	16.8	31.0	9.7	164,358	34,249	8,720	18,577	5,286	48,737	2,730
Reynolds	7.3	.0030	34.5	8.9	14.6	18.7	30.5	2.8	22,177	8,726	784	312	538	5,379	799
Ripley	13.8	.0057	38.5	8.1	12.1	18.6	35.8	5.1	48,938	17,518	1,660	2,837	1,453	13,659	1,228
St. Clair	8.8	.0036	41.6	7.3	11.4	17.0	41.0	3.4	34,924	7,083	2,391	390	532	10,353	303
Ste. Genevieve	16.3	.0067	32.4	10.1	14.8	18.6	27.5	5.5	48,366	10,174	5,598	1,819	1,566	14,056	1,311
St. Francois	45.7	.0188	35.2	9.2	14.3	18.6	31.6	16.4	216,025	48,316	12,692	37,946	8,087	52,404	6,311
Saline	24.7	.0101	35.8	10.0	15.0	17.0	33.9	9.4	127,011	26,542	7,491	22,350	3,981	29,445	9,611
Schuyler	4.8	.0020	39.1	8.2	12.7	18.0	37.3	2.0	15,988	3,003	980	58	788	6,751	
Scotland	5.3	.0022	40.0	7.7	11.4	17.4	38.9	2.1	23,114	5,812	1,581	1,283	705	3,875	474
Scott	41.6	.0171	31.8	10.1	16.1	18.5	26.3	14.7	212,730	43,388	17,690	37,812	7,159	51,325	4,347
Shannon	7.9	.0033	35.1	8.8	14.2	19.4	30.8	2.9	9,942	5,274	624	791	178	1,014	151
Shelby	7.7	.0031	39.8	8.7	12.2	16.4	39.3	3.0	19,230	6,600	1,214	1,174	915	1,023	1,267
Stoddard	30.1	.0124	36.0	9.0	14.2	19.3	32.1	11.1	135,113	25,487	8,246	14,570	3,648	50,898	3,774
Stone	18.3	.0075	42.2	6.7	11.9	18.9	40.4	7.3	46,013	15,578	3,656	1,254	1,171	9,116	567
Sullivan	7.1	.0029	41.3	7.7	12.3	17.6	40.2	2.9	12,510	3,747	412	741	450	1,305	32
Taney	25.2	.0104	42.1	10.0	11.6	17.1	41.4	10.0	147,154	30,492	24,871	20,225	3,282	22,989	4,397
Texas	22.3	.0092	36.8	8.6	13.1	19.8	32.8	8.3	98,281	22,483	4,282	8,040	1,132	32,591	1,913
Vernon	20.8	.0085	36.4	9.2	14.9	17.5	34.2	7.6	62,663	9,717	5,699	11,458	3,909	16,142	1,214
Warren	18.2	.0075	34.8	8.9	14.8	19.5	30.2	6.2	44,216	12,725	5,059	3,411	1,466	8,628	461
Washington	19.5	.0080	31.0	9.7	15.1	18.9	25.1	6.5	53,980	14,811	2,707	8,875	692	11,808	1,077
Wayne	12.6	.0052	39.8	8.0	11.6	18.5	37.8	4.8	28,620	10,071	1,290	1,234	1,434	7,663	770
Webster	22.7	.0093	33.3	9.1	14.7	20.4	27.0	7.7	56,745	14,482	4,681	5,344	1,240	11,252	1,567
Worth	2.8	.0012	43.1	6.5	12.1	16.6	42.6	1.1	8,230	2,789	542	208	652	1,890	113
Wright	17.1	.0070	36.7	8.6	12.9	18.7	33.5	6.2	36,999	11,551	1,843	7,753	775	6,096	1,589
TOTAL METRO COUNTIES	**3,367.0**	**1.3844**	**32.5**	**11.4**	**17.5**	**19.5**	**26.1**	**1,244.9**	**23,818,870**	**4,698,016**	**2,220,019**	**3,305,655**	**1,000,834**	**6,103,492**	**652,856**
TOTAL STATE	**5,149.3**	**2.1172**	**33.2**	**11.2**	**16.3**	**19.0**	**28.1**	**1,890.0**	**31,872,680**	**6,597,049**	**2,776,871**	**4,251,511**	**1,276,243**	**8,136,650**	**848,085**

Whose income is not included in "Total EBI"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

MO.

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
COLUMBIA	**1,374,356**	**24,482**	**23.4**	**25.7**	**16.7**	**16.8**	**.0435**
Boone	1,374,356	24,482	23.4	25.7	16.7	16.8	.0435
• Columbia	805,504	21,683	25.4	22.6	14.4	16.6	.0296
SUBURBAN TOTAL	568,852	28,274	20.5	30.1	20.1	17.1	.0139
JOPLIN	**1,330,297**	**19,076**	**27.6**	**27.6**	**11.9**	**8.3**	**.0503**
Jasper	913,896	19,082	27.5	27.3	12.1	8.4	.0356
• Joplin	423,743	18,043	27.6	25.8	10.9	8.6	.0206
Newton	416,401	19,064	28.1	28.3	11.3	7.9	.0147
SUBURBAN TOTAL	906,554	19,554	27.6	28.5	12.4	8.1	.0297
KANSAS CITY	**20,876,260**	**28,349**	**19.7**	**27.0**	**19.6**	**18.8**	**.6990**
Cass	623,734	26,198	21.2	29.5	19.1	13.6	.0198
Clay	2,023,230	30,793	18.1	29.4	23.5	17.9	.0726
Jackson	8,366,727	25,847	21.6	26.4	18.0	16.7	.3008
Independence	1,546,823	29,557	19.3	27.4	23.0	16.7	.0543
• Kansas City	5,756,904	24,002	22.6	26.1	16.4	15.6	.2121
Lafayette	320,640	21,574	24.9	29.3	15.1	9.0	.0102
Platte	598,930	26,920	20.7	33.3	20.8	11.3	.0180
Ray	215,197	21.087	25.2	30.0	15.4	7.1	.0069
Johnson, Kans.	*5,757,149*	*37,499*	*13.9*	*25.2*	*22.4*	*31.5*	*.1766*
• Olathe	*719,542*	*33,579*	*16.4*	*28.4*	*25.1*	*22.1*	*.0236*
Overland Park	*1,732,047*	*39,548*	*12.5*	*24.7*	*24.0*	*33.3*	*.0601*
Leavenworth, Kans.	*670,259*	*27,177*	*20.6*	*28.7*	*21.1*	*13.4*	*.0205*
• Leavenworth	*396,653*	*25,056*	*22.3*	*28.0*	*19.6*	*12.0*	*.0133*
Miami, Kans.	*257,215*	*22,791*	*24.8*	*28.3*	*16.9*	*10.7*	*.0081*
Wyandotte, Kans.	*2,043,179*	*24,160*	*21.6*	*27.2*	*17.7*	*13.3*	*.0655*
• Kansas City	*1,894,234*	*23,793*	*21.9*	*27.1*	*17.5*	*12.9*	*.0609*
SUBURBAN TOTAL	12,108,927	31,346	17.8	27.5	21.4	21.8	.3891
ST. JOSEPH	**959,671**	**22,038**	**25.4**	**27.0**	**16.2**	**11.3**	**.0350**
Buchanan	959,671	22,038	25.4	27.0	16.2	11.3	.0350
• St. Joseph	818,047	21,387	26.1	26.7	15.8	10.5	.0313
SUBURBAN TOTAL	141,624	27,049	20.7	28.1	19.0	17.1	.0037
ST. LOUIS	**31,446,360**	**27,518**	**19.9**	**27.3**	**19.0**	**17.7**	**1.0578**
Franklin	735,159	22,038	24.7	31.3	15.8	7.8	.0277
Jefferson	1,748,057	27,998	19.4	34.3	22.6	11.1	.0544
St. Charles	2,400,960	34,780	13.8	28.5	27.1	22.4	.0722
• St. Charles	717,120	30,548	19.2	27.6	21.2	20.3	.0242
St. Louis	15,765,604	34,353	15.9	26.4	21.7	27.1	.5171
Florissant	813,641	36,519	12.7	28.5	25.7	27.3	.0261
University City	650,668	27,908	20.9	25.5	17.1	21.7	.0170
St. Louis city	4,500,483	18,170	26.4	24.1	12.4	9.6	.1686
• St. Louis	4,500,483	18,170	26.4	24.1	12.4	9.6	.1686
Clinton, Ill.	*354,319*	*23,517*	*23.6*	*30.9*	*16.9*	*10.5*	*.0114*
Jersey, Ill.	*206,226*	*22,190*	*26.1*	*32.6*	*15.6*	*7.0*	*.0064*
Madison, Ill.	*2,650,077*	*22,705*	*23.2*	*30.8*	*17.3*	*7.9*	*.0944*
• Alton	*310,837*	*17,835*	*26.2*	*27.9*	*12.1*	*4.9*	*.0144*
• Granite City	*373,846*	*21,927*	*23.0*	*30.2*	*16.6*	*7.2*	*.0137*
Monroe, Ill.	*233,707*	*25,072*	*21.6*	*30.6*	*19.0*	*10.8*	*.0074*
St. Clair, Ill.	*2,851,768*	*22,432*	*21.6*	*25.9*	*16.5*	*12.2*	*.0982*
• Belleville	*534,535*	*23,029*	*23.9*	*27.0*	*16.1*	*13.0*	*.0207*
• East St. Louis	*314,320*	*10,921*	*21.1*	*16.7*	*8.8*	*6.3*	*.0121*
SUBURBAN TOTAL	24,695,219	30,769	17.8	28.4	21.2	20.7	.8041
SPRINGFIELD	**2,568,868**	**21,636**	**25.8**	**28.1**	**14.3**	**11.3**	**.0935**
Christian	256,754	20,336	26.9	30.5	12.8	7.6	.0088
Greene	2,312,114	21,823	25.6	27.9	14.5	11.7	.0847
• Springfield	1,603,922	20,008	27.5	26.9	13.1	10.0	.0658
SUBURBAN TOTAL	964,946	24,856	22.5	30.5	16.6	13.7	.0277
OTHER COUNTIES							
Adair	235,477	16,802	28.5	24.4	11.0	7.4	.0094
Andrew	148,466	22,085	27.3	31.1	15.4	8.6	.0046
Atchison	81,506	18,494	29.8	29.6	9.7	6.8	.0029
Audrain	251,502	20,378	26.8	31.5	12.7	6.7	.0090
Barry	230,328	16,161	30.3	24.4	9.4	6.0	.0086
Barton	92,185	14,670	35.9	22.4	6.9	3.3	.0033
Bates	141,949	16,331	27.2	24.3	10.0	7.2	.0048
Be[illegible]n	98,778	12,445	32.2	18.9	5.2	3.7	.0040
Bollinger	72,781	13,232	31.4	20.5	7.1	2.3	.0025
Butler	348,823	15,706	26.4	23.0	9.1	7.9	.0156
Caldwell	68,085	15,205	28.0	24.1	9.2	4.5	.0023
Callaway	368,050	25,991	21.0	30.2	19.4	12.3	.0115
Camden	272,026	19,822	30.2	26.7	12.3	10.6	.0101
Cape Girardeau	676,704	21,672	25.8	27.2	15.4	11.0	.0251
Carroll	95,548	14,606	30.7	22.0	7.5	5.5	.0033
Carter	41,366	14,667	32.1	22.3	7.7	5.2	.0015
Cedar	94,888	12,934	32.8	18.5	6.2	3.7	.0038
Chariton	78,904	13,452	29.7	21.1	6.9	4.8	.0028
Clark	70,707	17,172	28.9	26.2	9.1	6.8	.0025
Clinton	147,156	18,822	26.2	30.0	11.3	6.3	.0051
Cole	802,360	29,122	20.4	26.7	21.5	18.3	.0293
Cooper	125,980	17,820	29.7	28.3	10.4	5.1	.0048
Crawford	181,065	18,038	28.3	26.5	11.8	7.4	.0065
Dade	55,399	12,735	33.4	19.3	5.5	2.9	.0018
Dallas	93,509	12,582	30.8	18.7	6.1	4.3	.0039
Daviess	77,641	15,359	31.7	23.2	7.6	6.1	.0024
De Kalb	72,132	16,623	27.8	24.8	10.1	6.9	.0023
Dent	124,284	15,922	30.4	25.3	8.0	5.7	.0044
Douglas	91,530	13,403	32.3	20.5	5.9	4.4	.0032
Dunklin	299,219	15,296	28.3	22.5	9.4	6.5	.0116
Gasconade	129,323	18,305	28.0	28.0	10.8	6.9	.0045
Gentry	64,347	14,532	31.2	22.8	7.0	5.3	.0024
Grundy	107,970	16,947	28.7	26.1	9.9	5.7	.0041
Harrison	94,943	15,228	29.0	21.3	8.5	7.3	.0040
Henry	180,089	15,263	27.7	22.5	10.6	5.8	.0066
Hickory	49,772	11,256	32.0	17.3	3.7	2.6	.0016
Holt	66,384	18,414	27.9	27.7	11.4	7.0	.0022
Howard	90,147	17,263	27.0	27.3	9.3	7.4	.0030
Howell	248,817	15,158	31.4	24.5	7.1	4.9	.0103
Iron	110,158	20,841	26.2	24.1	18.0	9.4	.0036
Johnson	348,218	18,741	30.1	26.7	12.8	7.2	.0122
Knox	36,615	12,192	31.4	18.6	4.4	3.7	.0014
Laclede	231,997	16,231	30.4	25.2	9.3	5.9	.0091
Lawrence	258,803	16,148	31.4	25.5	9.8	4.3	.0093
Lewis	103,406	21,000	24.5	31.2	12.8	8.3	.0035
Lincoln	245,743	22,328	25.2	29.4	16.0	9.5	.0081
Linn	149,678	16,488	31.8	24.9	9.1	7.1	.0054
Livingston	146,351	17,171	28.0	25.2	11.0	6.5	.0060
McDonald	117,923	14,526	31.7	24.1	6.1	3.9	.0048
Macon	120,661	13,832	32.1	22.0	6.0	3.9	.0047
Madison	102,183	15,520	27.9	23.5	10.5	5.4	.0035
Maries	58,061	14,892	31.1	25.2	6.1	3.8	.0020
Marion	308,319	21,537	25.5	27.9	15.7	9.6	.0113
Mercer	35,416	14,473	28.7	23.2	7.0	5.9	.0012
Miller	196,695	18,708	29.6	27.0	12.8	7.1	.0074
Mississippi	117,533	14,370	29.3	20.3	7.7	6.8	.0046
Moniteau	95,543	15,679	33.0	24.1	9.9	4.3	.0035
Monroe	84,431	18,306	28.4	27.7	11.9	5.7	.0028
Montgomery	90,725	16,014	32.8	24.8	8.3	5.0	.0036
Morgan	121,777	14,719	33.1	21.9	7.7	4.9	.0047
New Madrid	181,710	15,389	26.7	21.0	10.6	7.4	.0072
Nodaway	217,883	19,739	27.5	26.3	12.7	10.3	.0075
Oregon	59,878	10,685	31.7	14.8	4.5	2.2	.0028
Osage	104,011	19,880	23.8	32.0	10.0	7.7	.0037
Ozark	65,317	13,333	32.4	20.5	5.0	4.7	.0023
Pemiscot	182,519	14,219	29.3	20.6	8.0	6.0	.0065
Perry	126,853	16,138	31.5	27.2	8.7	2.8	.0051
Pettis	390,529	20,024	27.6	26.4	13.6	10.1	.0140
Phelps	331,107	19,071	26.0	26.5	12.0	9.5	.0128
Pike	144,440	16,734	30.4	25.0	9.6	6.8	.0052
Polk	164,331	15,217	30.3	23.9	7.6	5.7	.0062
Pulaski	351,266	17,444	36.0	27.9	9.4	4.4	.0126
Putnam	53,000	16,963	28.6	23.8	10.9	8.0	.0016
Ralls	80,024	18,533	28.6	31.7	11.1	3.5	.0024
Randolph	242,359	17,944	27.3	26.1	12.0	7.2	.0097
Reynolds	62,581	16,311	23.8	26.7	11.5	4.4	.0022
Ripley	89,715	12,443	33.4	18.6	4.7	3.1	.0036
St. Clair	71,077	13,909	29.2	20.7	7.3	6.1	.0026
Ste. Genevieve	157,066	22,607	26.6	31.0	16.1	9.1	.0051
St. Francois	437,550	20,375	25.8	29.3	13.4	8.1	.0154
Saline	210,408	16,679	30.0	26.5	9.6	4.8	.0082
Schuyler	30,600	10,877	31.4	16.6	2.7	2.9	.0012
Scotland	37,890	11,483	29.9	16.8	5.1	5.0	.0015
Scott	375,711	18,860	26.1	26.5	13.3	7.7	.0140
Shannon	58,337	14,275	31.0	24.0	6.9	4.4	.0019
Shelby	58,661	13,911	32.4	22.5	6.5	4.0	.0020
Stoddard	240,049	15,096	30.8	23.3	7.9	5.5	.0092
Stone	243,049	24,231	23.8	29.8	15.0	15.6	.0066
Sullivan	41,016	9,448	29.3	13.0	2.5	2.5	.0015
Taney	242,259	17,370	34.1	25.6	10.1	6.3	.0090
Texas	165,750	14,066	32.2	22.4	6.7	4.1	.0067
Vernon	193,601	17,585	28.7	26.2	10.7	7.6	.0063
Warren	178,294	21,496	25.9	27.8	15.5	9.7	.0054
Washington	137,890	16,013	28.6	27.9	8.1	3.8	.0050
Wayne	86,780	11,854	31.6	18.1	5.4	3.0	.0030
Webster	185,556	17,246	27.5	28.2	9.0	5.8	.0061
Worth	19,644	11,957	31.1	18.6	5.3	3.7	.0008
Wright	125,093	13,764	31.8	20.3	5.3	5.1	.0042
TOTAL METRO COUNTIES	**43,531,913**	**27,049**	**20.8**	**27.1**	**18.6**	**17.5**	**1.4906**
TOTAL STATE	**59,326,093**	**23,084**	**23.5**	**26.4**	**15.9**	**14.0**	**2.0660**

MONTANA

MONT. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BILLINGS	**123.2**	**.0507**	**30.8**	**11.8**	**19.3**	**19.5**	**22.5**	**47.9**	**960,526**	**188,361**	**89,592**	**143,222**	**60,956**	**190,490**	**33,614**
Yellowstone	123.2	.0507	30.8	11.8	19.3	19.5	22.5	47.9	960,526	188,361	89,592	143,222	60,956	190,490	33,614
• Billings	73.7	.0303	31.7	13.1	18.8	18.3	25.6	30.6	876,399	164,692	78,030	142,102	59,188	183,117	26,096
SUBURBAN TOTAL	49.5	.0204	29.5	9.9	19.8	21.3	17.8	17.3	84,127	23,669	11,562	1,120	1,768	7,373	7,518
GREAT FALLS	**80.7**	**.0332**	**31.2**	**12.4**	**17.3**	**20.2**	**23.2**	**30.9**	**486,280**	**87,777**	**48,039**	**69,934**	**37,428**	**105,873**	**22,831**
Cascade	80.7	.0332	31.2	12.4	17.3	20.2	23.2	30.9	486,280	87,777	48,039	69,934	37,428	105,873	22,831
• Great Falls	58.1	.0239	32.8	11.6	16.6	20.2	26.2	23.7	417,893	83,337	42,124	42,478	36,970	85,008	22,821
SUBURBAN TOTAL	22.6	.0093	27.5	14.6	19.3	20.1	15.5	7.2	68,387	4,440	5,915	27,456	458	20,865	10
OTHER COUNTIES															
Beaverhead	8.5	.0035	31.7	12.0	16.9	19.0	25.4	3.2	46,132	11,423	4,439	861	3,728	10,858	814
Big Horn	11.8	.0048	28.1	10.6	17.7	18.1	19.6	3.5	53,132	15,049	3,965	1,576	396	15,096	621
Blaine	7.5	.0031	30.1	9.9	16.1	16.7	25.5	2.7	28,253	9,857	2,242		462	7,701	636
Broadwater	3.7	.0015	33.5	8.5	15.6	19.4	28.3	1.5	10,657	3,717	1,582	136			997
Carbon	8.7	.0036	37.1	6.9	15.3	18.0	34.6	3.6	32,444	15,116	5,119	83	287	4,351	858
Carter	1.8	.0007	37.0	8.3	13.8	20.6	32.2	.6	6,453	2,213	560	285		99	261
Chouteau	5.9	.0024	34.3	8.3	15.9	18.1	30.7	2.2	19,895	6,025	1,702	161	299	3,950	665
Custer	13.4	.0055	32.9	10.4	16.0	17.1	29.5	5.5	92,063	22,284	10,529	7,377	3,407	9,842	3,461
Daniels	2.8	.0012	36.8	7.0	15.3	18.2	34.1	1.0	13,368	2,529	1,557		132	4,442	1,603
Dawson	12.2	.0050	29.8	12.6	17.7	17.7	23.1	4.7	111,895	22,363	8,110	5,265	5,311	25,225	3,484
Deer Lodge	11.1	.0046	34.6	8.9	15.5	17.2	32.2	4.2	41,728	12,190	4,848	599	843	11,530	3,827
Fallon	3.7	.0015	30.9	10.4	16.5	18.2	25.1	1.4	23,899	9,144	1,786	2,334	361	4,458	1,363
Fergus	13.2	.0054	35.0	8.9	15.1	17.6	32.4	5.1	57,414	18,144	5,100	764	3,237	12,045	2,313
Flathead	59.0	.0243	31.7	9.4	19.2	19.8	23.9	22.9	309,580	95,276	33.939	11,391	17,597	56,483	12,806
Gallatin	50.4	.0207	27.6	22.1	20.7	16.6	18.1	18.7	333,868	58,254	34,427	30,625	26,366	58,810	12,320
Garfield	1.7	.0007	32.2	10.2	16.3	17.9	27.6	.6	3,927	2,000	561	198			213
Glacier	11.3	.0047	29.0	10.3	17.3	17.5	22.2	3.7	59,040	12,539	4,210	3,692	1,617	12,172	2,053
Golden Valley	1.0	.0004	36.8	6.7	12.3	19.2	33.2	.4	1,039	401	314			58	
Granite	3.0	.0012	35.2	7.5	15.8	18.4	31.8	1.1	9,592	1,926	1,054			2,411	190
Hill	18.2	.0075	29.6	13.6	17.8	16.8	23.6	6.8	122,615	28,569	10,969	11,215	4,233	22,256	8,479
Jefferson	8.5	.0035	31.3	7.9	19.5	21.0	21.8	3.0	10,344	4,274	1,343	272	604	501	579
Judith Basin	2.6	.0010	35.5	7.3	15.2	19.9	30.8	1.0	4,570	1,488	850		74	812	
Lake	22.2	.0092	32.6	8.7	15.8	18.1	28.1	8.1	68,577	24,071	7,529	2,068	1,678	12,910	2,399
Lewis and Clark	48.1	.0198	31.0	11.3	19.9	19.4	22.6	19.2	276,054	72,654	31,021	16,635	15,890	56,710	11,186
Liberty	2.4	.0009	32.7	9.8	16.0	19.9	26.5	1.1	7,608	2,644	563		90	2,949	417
Lincoln	18.6	.0077	30.6	8.9	17.8	21.3	20.9	6.7	68,917	26,187	6,657	2,958	1,071	10,548	2,215
McCone	2.6	.0011	31.8	8.4	15.1	18.2	27.1	.9	15,864	11,186	533	149		490	
Madison	5.7	.0023	36.5	7.6	15.6	19.4	32.7	2.2	23,471	5,658	3,532	81	280	2,305	1,636
Meagher	2.1	.0009	34.7	8.5	16.3	20.4	29.1	.8	7,765	2,645	697		62	2,691	125
Mineral	4.1	.0016	30.9	9.9	18.4	20.1	22.4	1.6	15,112	4,855	2,083		1,089	717	241
Missoula	78.5	.0323	29.7	15.3	21.7	19.5	19.0	31.5	491,979	107,081	47,332	60,592	27,785	99,963	15,646
Musselshell	4.8	.0020	34.4	6.9	16.9	16.1	32.9	1.9	14,182	5,577	1,720	608	458	1,157	53
Park	13.7	.0056	34.4	8.3	18.1	18.7	30.2	5.7	57,984	16,065	8,682	609	1,303	10,872	2,937
Petroleum	.7	.0003	31.7	9.1	16.0	18.1	26.5	.2	1,060	81	494				
Phillips	5.7	.0024	32.6	9.8	15.1	17.5	28.9	2.2	29,780	7,422	3,328	1,529	200	5,469	1,548
Pondera	6.8	.0028	32.8	9.0	15.1	18.9	27.8	2.5	34,556	8,019	1,993	1,833	1,630	14,733	1,379
Powder River	2.4	.0009	32.0	8.5	18.4	18.2	26.3	.9	6,044		682			3,371	687
Powell	7.2	.0030	32.8	10.9	20.2	19.7	25.9	2.4	32,352	8,539	3,283	763	753	7,291	1,253
Prairie	1.7	.0007	36.3	6.9	14.6	17.0	34.7	.7	4,099	683	511	139		1,356	124
Ravalli	26.7	.0110	34.5	6.9	15.9	20.9	28.4	10.3	57,704	17,241	7,255	1,778	1,608	8,770	2,092
Richland	13.7	.0056	29.4	12.7	17.8	16.7	23.4	5.0	112,054	22,093	13,103	8,868	5,255	25,353	3,399
Roosevelt	11.3	.0047	29.5	10.2	17.1	16.9	23.7	3.7	77,494	13,447	7,503	3,530	985	23,668	1,512
Rosebud	12.7	.0052	27.4	10.8	19.1	18.4	17.0	4.3	48,302	18,891	4,705	1,383	246	13,716	433
Sanders	9.2	.0038	33.9	7.5	16.4	19.5	28.6	3.8	17,942	8,106	2,148	677	226	755	1,244
Sheridan	5.4	.0022	35.6	9.7	14.8	17.0	33.7	2.1	37,780	11,470	6,372		4,108	1,483	683
Silver Bow	35.5	.0146	34.4	9.8	15.2	17.9	31.2	14.4	199,514	52,345	23,901	17,209	14,681	31,920	11,289
Stillwater	6.3	.0026	35.5	7.2	16.3	18.3	32.3	2.4	29,517	1,798	1,892	1,282	584	7,372	991
Sweet Grass	3.3	.0013	38.5	7.1	14.1	19.2	35.5	1.3	11,947	2,702	990	299	132	1,425	461
Teton	6.5	.0027	35.6	7.4	14.1	19.2	31.5	2.5	16,940	4,517	1,159	1,446	236	4,994	545
Toole	5.5	.0023	32.4	9.9	16.3	17.5	28.3	2.3	24,935	6,394	4,428	593	964	2,812	1,221
Treasure	1.0	.0004	34.4	7.8	15.8	19.9	29.2	.4	691	307	97				
Valley	9.6	.0039	31.9	9.1	16.2	18.9	26.0	3.8	70,842	16,960	6,084	4,028	2,448	12,164	1,718
Wheatland	2.3	.0010	36.4	7.0	15.2	18.2	33.6	.9	7,124	2,367	487	107	144	1,440	373
Wibaux	1.4	.0005	32.0	8.1	17.1	16.0	28.8	.5	9,862	3,599	1,090	1,108	367		259
TOTAL METRO COUNTIES	**203.9**	**.0839**	**30.9**	**12.0**	**18.5**	**19.8**	**22.7**	**78.8**	**1,446,806**	**276,138**	**137,631**	**213,156**	**98,384**	**296,363**	**56,445**
TOTAL STATE	**841.6**	**.3460**	**31.3**	**11.5**	**18.0**	**18.9**	**24.4**	**322.7**	**4,716,766**	**1,116,523**	**478,691**	**420,262**	**251,611**	**928,867**	**182,054**

What kinds of stores are "Furniture/Furnish./Appliance"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

MONT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BILLINGS	**1,399,251**	**22,953**	**24.6**	**30.3**	**15.9**	**10.4**	**.0532**
Yellowstone	1,399,251	22,953	24.6	30.3	15.9	10.4	.0532
• Billings	878,648	21,679	25.7	27.7	15.2	10.6	.0386
SUBURBAN TOTAL	520,603	24,661	22.6	34.8	17.1	10.2	.0146
GREAT FALLS	**869,112**	**21,646**	**26.4**	**29.6**	**15.4**	**9.1**	**.0311**
Cascade	869,112	21,646	26.4	29.6	15.4	9.1	.0311
• Great Falls	664,667	21,945	25.1	28.9	16.1	9.5	.0244
SUBURBAN TOTAL	204,445	20,827	30.7	31.7	12.9	7.7	.0067
OTHER COUNTIES							
Beaverhead	70,444	16,193	30.7	26.1	8.1	5.4	.0028
Big Horn	86,251	19,195	28.6	28.3	12.1	7.6	.0036
Blaine	48,263	13,318	29.8	22.9	4.9	3.2	.0020
Broadwater	26,758	13,818	38.1	21.8	4.0	3.3	.0009
Carbon	76,118	15,429	33.1	26.2	6.0	4.0	.0027
Carter	9,378	11,389	30.2	18.0	4.3	2.5	.0004
Chouteau	52,695	17,691	33.4	27.4	9.8	6.8	.0018
Custer	119,328	15,803	28.0	25.6	9.9	4.9	.0049
Daniels	23,606	17,778	30.9	26.2	10.6	7.0	.0009
Dawson	129,135	23,091	24.6	33.1	16.5	8.1	.0055
Deer Lodge	101,776	19,689	25.8	33.3	11.8	4.1	.0034
Fallon	41,728	24,038	23.7	34.3	13.9	10.6	.0015
Fergus	101,692	14,150	31.2	23.2	7.1	4.4	.0040
Flathead	634,264	22,235	25.8	32.2	13.5	9.5	.0218
Gallatin	500,423	19,943	28.3	29.3	12.6	7.9	.0193
Garfield	13,982	16,238	35.7	19.7	11.0	7.7	.0005
Glacier	98,251	19,412	27.7	23.2	16.1	9.4	.0038
Golden Valley	6,888	13,824	36.0	20.7	4.8	3.3	.0002
Granite	25,062	17,360	27.0	28.1	10.5	5.5	.0008
Hill	197,676	22,108	26.8	26.2	17.1	10.8	.0074
Jefferson	61,523	16,636	34.9	27.6	7.3	3.9	.0019
Judith Basin	23,125	17,289	33.8	25.1	7.9	7.6	.0007
Lake	164,153	14,884	32.0	24.6	7.2	4.0	.0059
Lewis and Clark	524,610	21,851	26.8	30.5	15.9	8.0	.0184
Liberty	28,685	17,886	31.0	25.1	9.8	10.3	.0008
Lincoln	159,690	20,228	27.4	34.4	12.2	4.0	.0056
McCone	16,520	14,250	32.1	24.4	6.1	2.6	.0008
Madison	43,123	14,766	32.5	25.7	7.2	3.3	.0017
Meagher	14,379	13,069	31.8	23.5	4.3	3.0	.0006
Mineral	31,825	17,717	30.0	33.4	7.9	1.0	.0012
Missoula	867,068	20,920	27.0	29.6	13.7	8.9	.0310
Musselshell	36,680	14,525	30.8	25.7	7.2	2.7	.0013
Park	144,759	19,950	28.0	29.8	13.8	6.3	.0047
Petroleum	4,129	13,818	39.0	16.0	1.5	6.5	.0001
Phillips	40,606	14,275	34.3	23.6	5.3	2.5	.0018
Pondera	60,438	18,649	27.0	30.9	9.6	6.5	.0023
Powder River	18,114	14,882	34.8	26.1	7.7	3.6	.0006
Powell	52,134	17,090	34.5	28.1	7.8	4.5	.0022
Prairie	10,567	11,074	33.6	14.6	4.0	2.3	.0003
Ravalli	214,492	15,966	31.3	26.2	8.9	3.7	.0070
Richland	165,783	27,000	18.5	30.1	18.8	16.7	.0061
Roosevelt	96,659	19,764	30.1	30.1	10.1	9.1	.0043
Rosebud	112,605	20,721	25.3	25.5	18.6	7.1	.0038
Sanders	72,146	14,342	35.3	23.7	6.2	2.7	.0023
Sheridan	60,497	21,750	25.3	30.3	13.8	10.6	.0023
Silver Bow	358,887	19,369	24.5	28.7	12.7	7.2	.0129
Stillwater	49,742	16,397	31.1	26.3	10.9	2.8	.0019
Sweet Grass	22,856	12,621	33.3	21.4	5.5	2.2	.0010
Teton	57,417	17,368	30.3	26.4	9.5	6.3	.0018
Toole	60,626	19,389	27.4	28.7	11.5	8.9	.0020
Treasure	6,797	13,294	37.3	18.7	6.0	2.0	.0002
Valley	86,978	17,635	29.6	25.7	13.9	4.3	.0038
Wheatland	18,309	15,786	36.0	26.5	4.6	5.2	.0006
Wibaux	9,858	14,062	30.8	23.2	5.0	5.6	.0004
TOTAL METRO COUNTIES	**2,268,363**	**22,410**	**25.4**	**29.9**	**15.7**	**9.9**	**.0843**
TOTAL STATE	**8,327,861**	**19,762**	**27.6**	**28.8**	**12.9**	**7.7**	**.3048**

NEBRASKA

NEB.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LINCOLN	**208.6**	**.0858**	**29.8**	**17.9**	**20.0**	**17.1**	**22.5**	**80.7**	**1,144,866**	**213,344**	**135,948**	**167,188**	**53,684**	**244,581**	**43,679**
Lancaster	208.6	.0858	29.8	17.9	20.0	17.1	22.5	80.7	1,144,866	213,344	135,948	167,188	53,684	244,581	43,679
• Lincoln	185.3	.0762	29.6	19.0	20.2	16.4	22.6	72.7	1,110,034	207,648	128,075	166,379	52,543	240,677	43,466
SUBURBAN TOTAL	23.3	.0096	31.8	9.0	18.1	22.6	21.6	8.0	34,832	5,696	7,873	809	1,141	3,904	213
OMAHA	**616.9**	**.2536**	**30.6**	**11.6**	**18.7**	**19.3**	**22.5**	**230.3**	**4,045,550**	**759,531**	**410,661**	**539,175**	**295,731**	**948,604**	**122,868**
Douglas	416.5	.1713	31.0	11.9	18.8	18.4	24.1	160.1	3,051,921	577,671	327,473	408,655	279,010	663,643	88,142
• Omaha	355.0	.1460	32.0	12.6	17.3	17.6	27.2	139.8	2,899,298	536,500	305,476	406,653	272,503	602,152	86,710
Sarpy	96.9	.0398	27.6	11.8	20.9	23.6	10.9	31.3	321,534	63,495	26,692	67,662	4,777	80,895	7,134
Washington	15.8	.0065	33.0	10.0	15.6	20.3	26.5	5.8	49,942	8,917	5,376	3,970	1,932	15,603	564
Pottawattamie, Iowa	*87.7*	*.0360*	*32.1*	*10.6*	*16.0*	*18.8*	*26.6*	*33.1*	*622,153*	*109,448*	*51,120*	*58,888*	*10,012*	*188,463*	*27,028*
• *Council Bluffs*	*56.8*	*.0234*	*31.8*	*11.7*	*16.3*	*17.3*	*27.5*	*22.3*	*526,967*	*93,176*	*41,534*	*56,097*	*8,908*	*172,336*	*24,778*
SUBURBAN TOTAL	205.1	.0842	28.4	10.0	21.6	23.0	12.8	68.2	619,285	129,855	63,651	76,425	14,320	174,116	11,380
OTHER COUNTIES															
Adams	30.7	.0126	33.5	13.1	15.9	17.0	30.6	12.2	188,981	22,696	19,009	42,736	6,092	51,403	4,527
Antelope	8.5	.0035	35.6	7.9	14.1	16.1	34.6	3.2	39,352	4,891	2,612	1,829	853	17,527	942
Arthur	.5	.0002	37.0	8.8	12.2	20.8	32.2	.2	1,440	860	183				
Banner	.9	.0004	35.1	8.0	14.1	21.0	29.2	.3	98						
Blaine	.9	.0004	34.4	8.8	13.2	19.9	29.3	.3	2,080	87	96			453	
Boone	7.1	.0029	36.2	8.7	12.9	16.5	34.8	2.6	41,116	8,694	2,826	3,933	671	14,710	810
Box Butte	15.3	.0063	30.1	12.3	19.4	15.6	24.9	5.6	61,882	20,168	5,431	4,230	1,487	13,794	2,603
Boyd	3.2	.0013	43.5	8.5	11.3	16.0	42.6	1.3	7,277	2,552	591	397	192	1,342	
Brown	4.1	.0017	36.6	8.1	14.0	17.7	34.3	1.7	21,624	6,223	1,870	419	608	7,353	522
Buffalo	37.9	.0156	28.8	18.8	17.1	15.3	24.2	13.8	243,242	50,079	29,426	21,123	11,885	65,319	3,809
Burt	8.7	.0035	40.1	7.3	12.9	17.0	38.9	3.5	38,242	8,456	3,002	1,685	3,932	7,106	1,959
Butler	9.2	.0038	37.6	8.0	13.1	16.3	36.6	3.4	20,170	4,903	1,558	1,426	719	3,176	975
Cass	22.4	.0092	33.1	9.3	16.0	20.1	26.9	8.1	54,148	13,420	6,274	2,420	571	17,037	801
Cedar	11.0	.0046	33.5	8.9	13.0	14.9	33.2	4.0	27,645	6,215	2,177	442	915	6,032	712
Chase	4.9	.0020	34.8	7.8	14.4	18.2	31.4	1.9	26,553	7,504	1,329	398	724	12,486	883
Cherry	6.9	.0028	34.8	9.4	14.9	19.4	30.3	2.6	47,532	11,695	2,659	5,316	2,166	11,773	743
Cheyenne	10.1	.0042	35.3	10.1	14.2	17.5	32.8	4.1	133,329	15,575	5,147	14,096	1,996	18,619	4,901
Clay	8.0	.0032	35.7	8.9	13.9	17.2	33.6	3.0	28,543	6,240	2,372	188	515	12,617	93

NEB. (cont.)

S&MM ESTIMATES

	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Colfax	9.7	.0040	37.0	9.0	12.9	16.0	36.2	3.7	32,629	8,694	4,220	3,312	594	7,778	277
Cuming	11.5	.0048	35.4	8.7	13.2	17.1	33.4	4.1	60,407	13,315	4,019	1,038	853	21,890	1,348
Custer	13.3	.0054	38.1	7.6	13.8	16.9	36.8	5.2	80,726	15,172	4,535	9,452	2,271	23,132	3,579
☐ Dakota	18.2	.0075	29.8	10.7	18.8	17.7	22.5	6.6	62,265	11,293	8,831	738	4,777	12,340	1,526
Dawes	9.4	.0039	30.5	18.9	14.6	14.4	29.0	3.5	51,141	12,016	5,032	2,061	1,618	16,356	1,355
Dawson	22.9	.0094	32.9	9.2	16.5	18.0	28.6	8.7	149,746	28,286	12,089	9,735	4,983	36,842	4,534
Deuel	2.3	.0009	41.1	7.0	11.6	16.9	40.4	1.0	29,062	939	4,476		977	4,766	289
Dixon	7.0	.0029	35.8	8.5	13.4	16.7	34.2	2.7	10,732	2,676	1,539	216	313	2,546	408
Dodge	36.0	.0148	34.1	10.6	15.1	18.3	30.3	13.9	220,514	42,031	21,107	22,898	6,461	74,271	6,990
Dundy	2.9	.0012	41.0	7.9	13.6	15.7	40.6	1.2	11,574	1,770	821	588	159	4,163	238
Fillmore	7.6	.0031	38.5	7.2	14.0	[illegible]	36.9	3.0	38,942	6,115	4,865	5,157	1,695	6,223	1,477
Franklin	4.3	.0018	44.0	6.8	11.3	16.6	43.6	1.7	16,030	3,960	1,405	325	439	3,810	436
Frontier	3.6	.0014	34.9	11.0	14.1	18.5	31.3	1.4	11,461	2,053	435			3,508	199
Furnas	6.5	.0027	42.8	7.4	12.4	15.3	42.8	2.6	28,925	6,797	2,035	508	1,249	12,538	1,085
Gage	23.7	.0098	37.3	9.4	14.8	18.0	35.0	9.0	132,356	25,771	10,204	11,389	3,927	38,899	3,622
Garden	2.8	.0011	42.5	7.0	12.5	18.9	40.8	1.0	7,001	2,043	1,148	235	168	330	310
Garfield	2.4	.0010	40.2	6.7	11.8	18.5	38.8	1.0	18,310	4,334	229		304	2,712	788
Gosper	2.1	.0009	37.7	8.3	13.1	18.6	34.9	.8	3,929	1,104	881				
Grant	.9	.0003	32.5	9.2	16.1	19.0	27.0	.3	3,821	638	417	556	534	147	
Greeley	3.4	.0014	36.9	7.9	11.6	15.9	36.2	1.2	12,783	1,785	744	805	101	1,325	743
Hall	50.2	.0207	31.8	10.2	17.8	18.0	26.3	19.0	373,326	43,935	35,558	80,017	20,9[illegible]	91,662	6,041
Hamilton	9.3	.0038	33.6	8.7	15.7	18.6	29.2	3.4	31,214	4,918	1,782	3,137	1,749	9,505	2,098
Harlan	4.2	.0017	40.9	6.9	13.3	16.7	40.2	1.7	21,868	3,800	1,749	1,386	1,109	6,495	476
Hayes	1.3	.0005	35.4	7.8	15.3	18.6	31.9	.5	4,409	1,806	804				
Hitchcock	4.0	.0017	36.7	8.2	14.1	16.6	35.3	1.5	7,735	2,164	660		151	984	115
Holt	13.9	.0057	33.3	9.2	14.7	16.6	30.9	5.1	77,966	17,538	3,841	8,313	2,285	22,171	1,476
Hooker	.9	.0004	38.7	8.1	13.1	17.4	37.1	.4	3,241	1,173	110	192		811	81
Howard	6.7	.0027	36.0	7.7	13.0	17.8	33.4	2.4	23,433	4,656	1,780	939	2,048	5,438	494
Jefferson	9.5	.0039	39.8	9.3	13.4	16.9	38.7	3.7	50,619	9,609	3,006	7,822	3,503	13,335	1,807
Johnson	5.0	.0021	41.2	7.5	11.7	16.8	40.4	2.0	18,362	2,221	1,613	1,528	1,245	2,357	727
Kearney	7.0	.0029	35.9	8.8	15.0	18.6	32.6	2.6	25,368	1,070	2,859	2,540	3,478	3,975	910
Keith	9.5	.0039	34.6	9.0	14.9	20.0	29.3	3.7	106,450	13,500	6,983	7,656	4,853	34,417	1,266
Keya Paha	1.3	.0005	35.6	8.4	13.1	19.3	31.5	.5	3,014	754	210				
Kimball	4.8	.0020	34.6	9.2	14.2	18.6	30.8	1.9	28,102	7,023	2,459	1,581	1,906	7,920	724
Knox	11.0	.0045	37.4	8.1	13.1	16.1	36.5	4.0	32,150	7,147	3,291	771	1,002	8,707	430
Lincoln	34.7	.0142	31.6	10.4	17.2	18.3	25.8	12.9	224,369	34,383	20,868	35,693	10,054	54,921	8,136
Logan	1.0	.0005	33.4	8.4	14.6	17.5	30.2	.4	1,004	255	176	336			
Loup	.9	.0003	37.9	9.6	10.8	19.7	34.1	.3	659	392	75				
McPherson	.6	.0003	38.1	9.8	10.7	17.1	36.3	.2	1,873	1,416					
Madison	33.7	.0138	32.0	12.8	16.6	16.3	28.7	12.7	220,644	50,212	15,708	27,343	19,704	42,138	7,446
Merrick	8.8	.0036	34.6	8.4	14.1	18.5	30.9	3.2	39,960	11,195	2,845	442	716	5,097	466
Morrill	5.9	.0025	35.6	8.6	14.2	18.3	32.5	2.4	15,677	2,694	888	1,714	171	7,023	149
Nance	4.5	.0018	37.0	8.2	12.7	16.6	35.7	1.8	9,709	3,991	1,229	477	203	575	99
Nemaha	8.6	.0036	34.9	11.9	15.7	15.1	34.7	3.3	28,134	5,161	2,965	3,387	532	7,741	864
Nuckolls	6.6	.0027	39.3	7.7	12.7	17.3	37.8	2.6	25,028	6,456	1,376	2,208	678	2,940	898
Otoe	15.2	.0062	38.3	7.9	13.5	17.3	36.8	6.0	91,233	22,494	5,821	9,732	1,686	29,961	2,333
Pawnee	3.7	.0015	46.2	6.5	10.9	16.5	45.7	1.5	13,938	3,103	720		721	4,480	502
Perkins	3.9	.0016	36.6	7.8	14.2	17.6	34.4	1.5	11,392	2,066	514	707	97	1,492	294
Phelps	10.0	.0042	36.3	8.4	15.2	18.1	33.5	3.7	79,466	15,437	4,264	3,497	3,978	22,285	2,816
Pierce	8.4	.0034	35.9	9.1	12.9	17.4	33.7	3.1	32,182	4,871	3,286	261	755	10,730	334
Platte	30.1	.0124	31.4	10.4	16.8	17.9	26.1	10.9	150,626	32,299	16,896	17,280	6,164	33,722	2,971
Polk	6.0	.0025	37.8	6.6	13.9	16.8	36.6	2.3	20,623	3,719	1,478	3,233	124	1,861	1,271
Red Willow	12.8	.0052	34.1	10.8	14.9	17.4	31.3	5.0	97,642	17,197	9,235	10,766	4,261	33,008	2,172
Richardson	10.7	.0044	41.1	7.8	12.5	16.4	40.8	4.4	52,135	12,506	3,757	4,607	2,357	14,452	1,889
Rock	2.3	.0010	33.9	7.7	16.7	17.7	30.6	.9	9,456	1,223	771	302		2,892	460
Saline	13.1	.0054	36.8	12.4	13.2	15.8	36.2	5.0	61,142	13,103	5,847	7,988	7,390	7,418	2,858
Saunders	19.2	.0079	34.9	8.3	14.8	18.7	31.1	6.9	61,916	17,966	4,599	3,093	7,138	10,685	999
Scotts Bluff	38.1	.0157	32.5	9.8	16.5	17.9	27.9	14.2	252,927	65,357	20,996	25,258	10,188	60,018	3,736
Seward	16.2	.0066	31.8	15.0	14.9	16.8	28.3	5.8	60,263	11,324	5,723	7,562	3,987	13,755	2,020
Sheridan	7.6	.0031	36.3	8.1	13.9	16.9	34.7	2.9	42,999	11,723	3,872	503	1,032	8,863	1,781

There's nothing average about Omaha's sales per household

In fact Omaha's sales per household are higher than the national average in these retail sales categories:

- 15% higher in automotive dealer sales
- 27% higher in major household appliances
- 3% higher in eating and drinking place sales
- 64% higher in furniture and sleep equipment
- 8% higher in grocery and other food sales
- 13% higher in building materials and hardware sales
- 20% higher in general merchandise stores

World-Herald Coverage
Metropolitan Statistical Area
Sunday 71% 161,920
Daily 60% 137,482
107 County Market Area
Sunday 39% 276,986
Daily 31% 216,776
March 31, 1986 Audit Bureau of Circulations' audit report.

Represented Nationally by CWO&O.
Omaha World-Herald
For more information call George Kaplan, National Sales Manager, 402-444-[illegible] ext. [illegible]

NEB. (cont.)

S&MM ESTIMATES

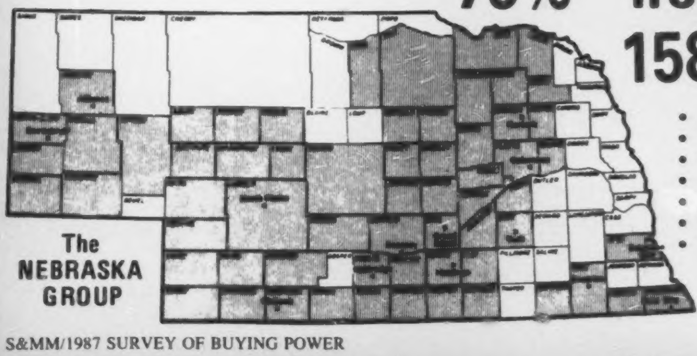
METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sherman	4.0	.0017	39.4	6.8	11.4	16.5	38.5	1.5	9,486	1,687	853		1,038	1,580	350
Sioux	1.8	.0007	36.2	8.5	14.2	21.1	30.5	.7	3,331	389	81	1,437		786	
Stanton	6.8	.0028	30.5	9.6	16.6	17.5	25.0	2.4	6,426	906	2,129	235	76	455	
Thayer	7.4	.0031	40.6	7.3	13.0	16.0	40.4	2.8	40,928	9,863	2,760	1,595	106	8,125	1,991
Thomas	1.0	.0004	32.7	8.8	16.4	19.9	26.4	.4	3,478	467	384			1,425	
Thurston	7.3	.0030	31.9	9.1	13.8	17.2	28.5	2.4	33,114	6,334	1,571	730	801	7,122	1,085
Valley	5.9	.0024	38.6	7.5	13.4	16.3	37.8	2.3	27,077	6,201	1,427	2,607	368	5,301	1,186
Wayne	10.0	.0041	29.7	22.3	13.0	15.9	27.2	3.4	40,393	8,137	4,527	4,689	949	12,451	1,390
Webster	4.6	.0019	43.2	5.9	11.0	17.2	42.6	1.9	13,828	1,273	1,255		790	4,499	1,020
Wheeler	1.0	.0004	30.9	9.5	15.8	15.5	28.1	.4	940	341	487				
York	15.0	.0062	33.8	10.5	15.9	17.7	30.4	5.7	90,019	17,997	8,997	7,807	1,537	25,063	2,311
TOTAL METRO COUNTIES	**756.0**	**.3109**	**30.2**	**13.5**	**19.4**	**18.7**	**22.0**	**284.5**	**4,630,528**	**874,720**	**504,320**	**648,213**	**344,180**	**1,017,062**	**141,045**
TOTAL STATE	**1,624.6**	**.6680**	**32.1**	**11.7**	**17.0**	**18.0**	**27.0**	**612.5**	**9,215,145**	**1,769,929**	**896,168**	**1,118,497**	**536,078**	**2,189,686**	**263,475**

NEB.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LINCOLN	**2,968,763**	**27,552**	**21.0**	**28.2**	**18.9**	**17.7**	**.0902**
Lancaster	2,968,763	27,552	21.0	28.2	18.9	17.7	.0902
• Lincoln	2,639,010	27,026	21.5	27.9	18.6	17.3	.0821
SUBURBAN TOTAL	329,753	31,701	16.2	31.3	21.9	21.2	.0081
OMAHA	**8,454,764**	**27,889**	**20.4**	**28.0**	**18.9**	**18.2**	**.2746**
Douglas	6,051,369	28,386	19.9	26.6	18.6	19.9	.1977
• Omaha	5,017,562	26,205	21.4	26.7	17.0	18.0	.1723
Sarpy	1,227,959	31,266	18.9	32.3	22.7	19.2	.0351
Washington	182,400	24,582	22.3	33.0	16.4	10.4	.0054
Pottawattamie, Iowa	*993,036*	*23,282*	*24.0*	*30.1*	*17.0*	*10.1*	*.0364*
• Council Bluffs	*640,122*	*21,967*	*25.5*	*29.6*	*16.2*	*8.5*	*.0261*
SUBURBAN TOTAL	2,797,080	32,712	16.6	30.4	23.7	21.6	.0762
OTHER COUNTIES							
Adams	345,828	21,068	25.0	30.2	13.8	8.5	.0121
Antelope	64,022	14,009	29.3	21.1	7.7	4.4	.0026
Arthur	4,720	15,429	32.5	21.0	7.0	7.5	.0001
Banner	7,608	16,300	40.0	23.0	9.7	6.3	.0002
Blaine	4,937	11,667	37.0	14.0	3.0	4.0	.0003
Boone	49,648	11,949	29.0	19.5	4.3	4.9	.0022
Box Butte	157,438	22,046	25.6	32.2	15.5	7.1	.0052
Boyd	17,441	9,395	32.3	10.9	1.8	1.5	.0006
Brown	29,563	12,000	33.7	17.9	3.4	3.6	.0013
Buffalo	415,632	21,785	25.9	29.1	14.6	10.4	.0151
Burt	76,486	15,459	32.4	24.4	7.5	4.9	.0028
Butler	71,043	15,120	31.2	25.0	6.4	4.8	.0023
Cass	234,913	22,887	26.0	32.0	16.7	8.1	.0069
Cedar	84,181	13,785	32.4	20.2	6.6	5.4	.0028
Chase	42,013	16,151	29.4	26.1	8.4	5.1	.0017
Cherry	52,513	13,730	38.7	17.8	6.3	4.3	.0024
Cheyenne	119,236	22,078	22.9	28.8	14.5	10.7	.0056
Clay	69,700	17,386	29.2	28.0	10.3	4.9	.0023
Colfax	87,963	16,952	29.6	26.1	9.6	6.3	.0029
Cuming	90,973	15,901	32.2	26.4	7.4	5.6	.0038
Custer	110,744	14,957	32.9	23.3	6.3	5.5	.0046
☐ Dakota	182,452	22,194	24.4	35.3	13.8	7.3	.0058
Dawes	89,931	16,851	28.0	24.2	10.0	8.6	.0034
Dawson	237,353	21,470	27.1	33.6	13.7	6.5	.0088
Deuel	26,098	19,065	31.7	29.9	9.8	7.4	.0012
Dixon	52,901	13,558	31.4	22.0	6.3	4.3	.0017
Dodge	393,023	21,004	26.3	29.6	14.0	8.5	.0141
Dundy	28,707	16,656	28.6	25.8	8.4	6.4	.0010
Fillmore	68,583	16,842	33.2	26.5	8.7	5.1	.0026
Franklin	39,300	16,140	30.3	25.5	7.2	6.0	.0012
Frontier	35,069	17,634	30.5	25.9	9.0	8.4	.0011
Furnas	52,753	14,348	32.4	22.9	7.4	3.1	.0021
Gage	250,823	20,170	27.7	28.5	13.0	8.9	.0088
Garden	22,583	15,703	34.5	25.3	7.8	4.5	.0007
Garfield	15,049	10,714	33.1	14.5	4.7	1.2	.0009
Gosper	19,292	17,696	29.0	27.7	10.0	6.3	.0006
Grant	5,619	14,077	38.1	20.3	8.0	1.3	.0003
Greeley	21,538	11,587	27.9	20.2	3.7	4.4	.0008
Hall	549,597	21,802	25.9	31.2	14.4	8.6	.0210
Hamilton	82,726	18,202	33.4	30.7	8.5	5.8	.0027
Harlan	41,273	17,333	26.5	24.9	10.9	6.9	.0015
Hayes	13,029	16,909	32.2	21.8	12.2	10.0	.0005
Hitchcock	32,969	16,275	33.4	25.6	8.3	4.5	.0009
Holt	94,705	13,266	34.2	20.4	5.6	3.2	.0044
Hooker	6,003	11,000	36.5	16.0	1.8	1.0	.0003
Howard	46,172	14,087	36.7	22.4	6.2	2.8	.0018
Jefferson	91,854	17,836	29.3	27.5	11.3	5.0	.0033
Johnson	42,772	14,985	31.8	23.9	7.2	5.3	.0015
Kearney	73,945	20,586	28.1	29.4	13.0	9.2	.0024
Keith	113,305	23,655	24.4	31.9	15.6	11.2	.0048
Keya Paha	10,205	12,783	34.0	17.0	5.2	6.6	.0003



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NEB. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Kimball	58,594	22,590	25.9	29.2	13.6	12.2	.0020
Knox	84,861	14,486	31.4	21.5	8.3	4.8	.0029
Lincoln	401,400	24,262	22.6	32.7	17.7	9.8	.0143
Logan	6,460	11,737	36.5	14.2	5.3	2.0	.0002
Loup	7,164	17,000	32.6	26.0	8.7	5.7	.0001
McPherson	4,100	14,143	31.0	26.5	1.0	6.0	.0002
Madison	364,718	21,372	25.5	29.4	14.5	9.4	.0133
Merrick	68,767	16,681	31.2	30.7	6.4	3.1	.0027
Morrill	39,506	11,620	32.8	18.1	4.3	2.2	.0015
Nance	37,362	14,806	32.3	23.7	6.8	4.1	.0011
Nemaha	103,162	22,012	22.9	27.0	15.3	12.8	.0030
Nuckolls	51,538	14,922	35.8	23.1	6.5	3.2	.0020
Otoe	164,140	19,963	26.1	29.2	12.5	8.2	.0059
Pawnee	29,726	13,940	31.4	21.6	6.9	3.9	.0011
Perkins	46,221	22,800	22.8	26.9	14.9	13.9	.0012
Phelps	110,678	21,556	25.2	28.2	15.6	9.8	.0044
Pierce	61,033	/14,359	35.5	24.3	4.5	3.8	.0024
Platte	295,963	21,436	25.6	32.5	13.9	7.2	.0104
Polk	47,699	15,260	33.6	24.8	7.6	3.7	.0017
Red Willow	140,376	20,267	27.6	27.6	13.7	9.3	.0054
Richardson	85,776	13,606	33.8	20.1	6.9	3.5	.0035
Rock	20,593	16,206	36.0	22.9	8.4	6.0	.0007
Saline	139,275	20,467	24.3	30.6	13.0	7.4	.0045
Saunders	174,305	18,932	29.6	29.9	11.8	5.5	.0059
Scotts Bluff	386,490	19,780	28.8	28.9	12.2	8.3	.0146
Seward	186,228	23,422	24.0	32.5	14.8	11.3	.0058
Sheridan	60,421	13,896	27.6	23.4	6.8	5.6	.0025
Sherman	23,830	12,074	36.1	18.8	3.1	1.4	.0009
Sioux	19,048	18,905	30.3	26.3	11.9	8.7	.0005
Stanton	52,756	17,108	31.3	28.3	9.5	3.3	.0016
Thayer	65,245	17,075	29.9	28.6	7.5	5.9	.0026
Thomas	8,833	15,667	37.3	25.9	5.0	5.3	.0002
Thurston	54,413	15,831	32.3	23.5	8.4	5.9	.0022
Valley	45,232	13,648	34.1	20.2	6.4	3.8	.0019
Wayne	94,364	19,299	27.4	26.9	13.5	8.2	.0031
Webster	37,447	13,672	29.8	22.9	6.5	3.3	.0014
Wheeler	9,721	17,667	37.4	27.0	6.8	6.8	.0002
York	158,055	20,240	28.0	29.2	13.3	8.1	.0057
TOTAL METRO COUNTIES	**10,612,943**	**28,212**	**20.2**	**28.0**	**19.0**	**18.7**	**.3342**
TOTAL STATE	**19,052,522**	**22,446**	**24.6**	**27.7**	**15.0**	**12.6**	**.6403**

NEVADA

NEV.

S&MM ESTIMATES

POPULATION—12/31/86 / RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**565.2**	**.2324**	**31.8**	**11.5**	**19.2**	**22.3**	**21.6**	**228.7**	**4,338,210**	**893,428**	**464,423**	**568,353**	**243,274**	**866,783**	**164,479**
Clark	565.2	.2324	31.8	11.5	19.2	22.3	21.6	228.7	4,338,210	893,428	464,423	568,353	243,274	866,783	164,479
• Las Vegas	191.9	.0789	32.1	11.2	18.5	21.9	22.8	78.0	1,745,071	338,624	176,537	184,226	104,887	346,766	68,033
North Las Vegas	48.7	.0200	25.7	13.7	18.1	18.6	14.5	16.0	129,600	33,553	16,967	13,695	9,278	10,158	8,001
SUBURBAN TOTAL	373.3	.1535	31.6	11.7	19.6	22.5	20.9	150.7	2,593,139	554,804	287,886	384,127	138,387	520,017	96,446
RENO	**224.8**	**.0925**	**32.7**	**12.2**	**20.9**	**21.8**	**23.4**	**95.9**	**2,021,916**	**387,092**	**177,461**	**344,209**	**79,601**	**391,849**	**60,993**
Washoe	224.8	.0925	32.7	12.2	20.9	21.8	23.4	95.9	2,021,916	387,092	177,461	344,209	79,601	391,849	60,993
• Reno	111.7	.0459	33.3	13.9	21.5	20.0	26.3	52.2	1,431,679	235,419	122,105	249,658	64,407	326,059	34,724
Sparks	51.3	.0211	31.4	11.9	21.2	21.8	20.5	20.5	361,887	99,717	28,964	75,506	9,714	44,470	15,218
SUBURBAN TOTAL	113.1	.0466	32.1	10.5	20.2	23.5	20.6	43.7	590,237	151,673	55,356	94,551	15,194	65,790	26,269
OTHER COUNTIES															
Carson City	37.3	.0153	34.2	10.0	18.6	22.3	26.2	15.3	334,303	82,815	29,707	26,815	12,913	71,722	23,858
Carson City	37.3	.0153	34.2	10.0	18.6	22.3	26.2	15.2	334,303	82,815	29,707	26,815	12,913	71,722	23,858
Churchill	16.1	.0066	33.0	11.1	15.6	19.6	27.3	6.2	99,282	30,998	8,247	1,866	3,581	26,581	188
Douglas	24.3	.0100	33.7	7.8	21.5	23.2	24.1	9.8	99,539	28,733	7,614	82	4,075	6,382	2,196
Elko	22.0	.0090	32.1	9.3	17.2	21.6	23.3	8.8	190,871	39,887	18,100	5,331	4,624	38,908	10,728
Esmeralda	1.2	.0005	36.4	8.4	15.6	19.2	32.9	.3	6,916	101	882	1,740			
Eureka	1.3	.0006	31.4	10.8	17.7	20.6	23.0	.5	4,211	1,394	840			419	
Humboldt	11.1	.0045	31.6	10.5	18.7	21.1	22.6	4.2	120,949	35,143	11,870	1,534	1,699	13,693	
Lander	4.7	.0019	28.5	13.0	20.3	20.7	16.1	1.9	18,439	6,459	2,915		179	1,773	1,142
Lincoln	3.8	.0016	30.8	8.4	14.0	18.2	25.9	1.4	9,191	1,885	1,184	2,265	83	421	310
Lyon	17.5	.0072	34.8	8.0	15.7	20.6	29.0	6.9	72,899	25,079	5,182	1,808	1,415	11,642	1,459
Mineral	6.2	.0026	34.3	8.2	15.3	20.3	28.6	2.6	35,624	11,122	2,224	3,153	182	4,618	590

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NEV. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Nye	15.1	.0062	33.7	9.8	13.9	21.4	26.6	6.1	66,119	20,961	5,659	588	295	11,137	1,884
Pershing	3.7	.0015	33.7	10.5	15.9	20.2	27.8	1.5	43,202	7,788	4,286	1,241	125	3,167	172
Storey	1.8	.0007	34.5	10.6	18.0	22.9	26.2	.6	4,689	621	1,577		89	151	
White Pine	7.8	.0032	34.6	7.4	16.0	19.7	29.6	3.1	51,865	15,861	4,608	2,753	1,597	8,633	1,599
TOTAL METRO COUNTIES	**790.0**	**.3249**	**32.1**	**11.7**	**19.8**	**22.1**	**22.0**	**324.6**	**6,360,126**	**1,280,520**	**641,884**	**912,562**	**322,875**	**1,258,632**	**225,472**
TOTAL STATE	**963.9**	**.3963**	**32.3**	**11.3**	**19.3**	**22.0**	**22.7**	**393.8**	**7,518,225**	**1,589,367**	**746,779**	**961,738**	**353,732**	**1,457,879**	**269,598**

NEV.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LAS VEGAS	**7,016,328**	**24,823**	**24.3**	**28.8**	**16.7**	**14.5**	**.2524**
Clark	7,016,328	24,823	24.3	28.8	16.7	14.5	.2524
• Las Vegas	2,330,172	23,871	23.9	27.7	16.5	13.6	.0903
North Las Vegas	414,912	21,785	27.9	31.0	14.8	8.6	.0136
SUBURBAN TOTAL	4,686,156	25,306	24.6	29.2	16.8	15.0	.1621
RENO	**3,134,354**	**26,374**	**23.7**	**28.2**	**17.7**	**16.9**	**.1122**
Washoe	3,134,354	26,374	23.7	28.2	17.7	16.9	.1122
• Reno	1,593,092	23,602	26.1	27.8	15.2	14.9	.0650
Sparks	664,897	28,702	22.4	28.8	22.0	16.1	.0227
SUBURBAN TOTAL	1,541,262	29,600	20.9	28.7	20.7	19.2	.0472
OTHER COUNTIES							
Carson City	479,351	26,369	22.6	29.2	17.7	15.9	.0179
Carson City	479,351	26,369	22.6	29.2	17.7	15.9	.0179
Churchill	146,476	18,213	31.0	26.5	11.2	7.2	.0057
Douglas	359,001	28,578	20.2	32.8	19.7	16.5	.0100

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Elko	264,958	23,971	22.7	29.1	15.8	14.5	.0102
Esmeralda	11,969	35,000	18.0	20.3	23.3	26.7	.0005
Eureka	14,600	23,125	24.0	26.0	12.0	15.8	.0003
Humboldt	102,147	17,252	33.0	23.6	12.5	7.0	.0051
Lander	57,407	26,356	19.2	32.4	19.5	12.6	.0018
Lincoln	32,270	19,125	28.6	29.0	11.4	7.1	.0010
Lyon	176,851	20,790	26.7	28.3	14.6	9.0	.0059
Mineral	75,344	23,966	22.7	31.3	14.1	13.2	.0025
Nye	169,759	23,793	22.6	28.1	18.2	11.4	.0054
Pershing	44,727	22,686	22.8	26.7	11.8	17.8	.0019
Storey	18,128	25,231	24.3	30.9	17.2	12.7	.0006
White Pine	99,483	26,224	20.3	27.4	18.7	16.5	.0033
TOTAL METRO COUNTIES	**10,150,682**	**25,282**	**24.2**	**28.6**	**17.0**	**15.2**	**.3646**
TOTAL STATE	**12,203,153**	**25,002**	**24.1**	**28.7**	**16.9**	**14.8**	**.4367**

NEW HAMPSHIRE

N.H.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	**314.1**	**.1291**	**31.8**	**10.7**	**18.7**	**20.0**	**24.0**	**115.4**	**2,819,697**	**527,182**	**238,121**	**454,909**	**148,367**	**635,480**	**62,715**
Hillsborough	314.1	.1291	31.8	10.7	18.7	20.0	24.0	115.4	2,819,697	527,182	238,121	454,909	148,367	635,480	62,715
• Manchester	100.7	.0414	33.1	12.5	17.3	16.7	29.9	40.6	1,131,619	157,049	104,430	208,379	61,877	303,335	25,467
• Nashua	77.1	.0317	31.7	11.2	19.1	20.1	23.6	29.6	854,620	131,481	64,323	121,772	46,278	243,909	16,655
SUBURBAN TOTAL	136.3	.0560	31.0	9.2	19.3	22.4	19.8	45.2	833,458	238,652	69,368	124,838	40,212	88,236	20,593
PORTSMOUTH - DOVER - ROCHESTER	**315.8**	**.1299**	**31.2**	**12.3**	**19.2**	**20.2**	**22.5**	**115.1**	**2,599,623**	**567,948**	**236,771**	**196,781**	**120,720**	**607,755**	**63,831**
Rockingham	223.8	.0921	31.5	10.3	20.1	21.0	22.0	82.0	2,029,266	419,658	190,295	168,652	102,973	465,402	49,700
• Portsmouth	29.8	.0123	29.5	15.9	20.5	16.4	22.3	11.3	540,218	63,099	61,280	22,223	21,648	158,342	7,818
Strafford	92.0	.0378	30.2	17.2	16.6	18.1	23.9	33.1	570,357	148,290	46,476	28,129	17,747	142,353	14,131
• Dover	23.3	.0096	32.2	15.1	16.9	18.1	27.1	9.2	214,860	50,233	23,268	7,991	12,905	50,376	5,352
• Rochester	23.2	.0095	33.2	10.4	16.7	19.2	27.7	8.8	229,247	66,442	10,634	16,669	3,435	53,580	5,919
SUBURBAN TOTAL	239.5	.0985	31.2	11.8	19.3	21.0	21.6	85.8	1,615,298	388,174	141,589	149,898	82,732	345,457	44,742

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N.H. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Belknap	47.0	.0193	33.9	9.2	17.4	18.9	29.3	17.9	513,126	118,811	45,944	26,584	18,514	149,881	10,273
Carroll	32.4	.0133	36.8	8.0	17.1	18.7	33.7	13.6	293,481	63,890	36,229	17,961	14,444	37,938	5,359
Cheshire	66.8	.0275	32.7	12.3	17.0	18.7	27.4	24.4	448,608	87,222	36,504	37,242	11,454	112,746	7,163
Coos	34.0	.0140	34.9	9.2	15.4	18.1	31.7	13.1	249,725	60,724	17,777	18,065	6,884	58,328	7,037
Grafton	69.1	.0284	31.6	16.0	17.3	17.8	26.3	25.5	647,680	200,653	53,580	50,734	30,399	107,300	9,930
Merrimack	108.7	.0447	32.9	10.6	18.6	19.2	26.8	40.2	780,333	209,958	69,904	71,247	18,157	180,665	16,564
Sullivan	37.2	.0153	33.6	9.1	17.4	18.6	29.0	14.7	216,720	50,955	10,586	16,578	6,919	48,423	8,603
TOTAL METRO COUNTIES	**629.9**	**.2590**	**31.5**	**11.5**	**18.9**	**20.1**	**23.2**	**230.5**	**5,419,320**	**1,095,130**	**474,892**	**651,770**	**269,087**	**1,243,235**	**126,546**
TOTAL STATE	**1,025.1**	**.4215**	**32.1**	**11.4**	**18.3**	**19.6**	**25.2**	**379.9**	**8,568,993**	**1,887,343**	**745,416**	**890,181**	**375,858**	**1,938,516**	**191,475**

N.H.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**4,638,045**	**32,617**	**17.5**	**25.3**	**20.5**	**25.6**	**.1609**
Hillsborough	4,638,045	32,617	17.5	25.3	20.5	25.6	.1609
• Manchester	1,392,296	27,063	21.4	26.4	18.4	18.0	.0546
• Nashua	1,213,274	33,677	16.9	25.1	20.9	26.9	.0441
SUBURBAN TOTAL	2,032,475	37,097	14.6	24.5	22.0	31.5	.0622
PORTSMOUTH - DOVER - ROCHESTER	**4,448,276**	**31,400**	**17.7**	**26.9**	**20.9**	**22.9**	**.1535**
Rockingham	3,317,935	33,159	16.7	26.3	21.6	25.3	.1154
• Portsmouth	390,415	25,479	24.2	29.8	17.5	15.4	.0200
Strafford	1,130,341	27,152	20.3	28.5	19.1	16.8	.0381
• Dover	303,591	26,455	20.6	28.3	18.0	16.9	.0114
• Rochester	282,480	26,846	20.4	30.3	20.0	14.3	.0113
SUBURBAN TOTAL	3,471,790	33,268	16.3	26.0	21.7	25.4	.1108

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Belknap	524,817	22,583	25.7	30.3	15.8	10.5	.0230
Carroll	374,721	20,475	29.4	29.6	11.9	9.7	.0150
Cheshire	787,030	25,307	22.8	31.1	17.5	13.4	.0278
Coos	350,762	21,560	25.2	30.7	14.3	8.6	.0138
Grafton	803,623	23,022	25.7	30.1	14.5	12.8	.0323
Merrimack	1,365,672	26,560	22.3	30.6	18.2	15.6	.0476
Sullivan	409,042	22,169	26.4	31.6	15.2	8.5	.0144
TOTAL METRO COUNTIES	**9,086,321**	**32,002**	**17.6**	**26.1**	**20.7**	**24.2**	**.3144**
TOTAL STATE	**13,701,988**	**28,238**	**20.4**	**27.9**	**18.8**	**19.5**	**.4883**

NEW JERSEY

N.J.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**307.4**	**.1263**	**36.2**	**10.4**	**15.1**	**17.1**	**34.4**	**120.5**	**2,515,590**	**534,234**	**326,016**	**215,750**	**109,435**	**488,551**	**80,423**
Atlantic	211.2	.0868	35.0	10.7	15.6	17.6	32.3	80.8	1,671,907	316,540	187,963	164,758	82,321	299,435	51,217
• Atlantic City	38.0	.0156	40.8	9.7	12.6	14.8	41.1	16.4	426,392	37,425	65,366	17,200	6,728	68,424	12,798
Cape May	96.2	.0395	39.3	9.8	14.2	15.8	39.0	39.7	843,683	217,694	138,053	50,992	27,114	189,116	29,206
SUBURBAN TOTAL	269.4	.1107	35.7	10.6	15.5	17.4	33.4	104.1	2,089,198	496,809	260,650	198,550	102,707	420,127	67,625
BERGEN - PASSAIC	**1,302.9**	**.5358**	**36.0**	**9.9**	**16.0**	**20.9**	**30.6**	**482.4**	**11,076,650**	**2,077,593**	**931,496**	**1,237,015**	**777,687**	**2,317,919**	**329,990**
Bergen	842.2	.3463	37.3	9.6	15.7	21.6	31.9	316.8	7,871,374	1,560,162	635,165	797,283	560,513	1,765,557	259,086
Passaic	460.7	.1895	33.7	10.6	16.5	19.7	28.1	165.6	3,205,276	517,431	296,331	439,732	217,174	552,362	70,904
Clifton	76.6	.0315	40.9	10.1	15.9	17.2	39.8	31.2	600,878	127,031	70,809	23,214	14,424	132,816	11,745
Passaic	54.9	.0226	32.3	10.5	17.0	18.4	27.1	21.1	228,935	18,792	17,263	6,020	13,386	27,338	8,196
• Paterson	139.2	.0572	30.0	11.2	17.0	18.1	23.4	48.8	514,132	109,341	34,656	30,000	37,623	115,982	18,529
Wayne Township	48.7	.0200	36.7	9.9	13.4	24.5	28.3	15.7	949,252	78,434	85,075	342,428	82,886	113,622	10,989
SUBURBAN TOTAL	1,163.7	.4786	36.8	9.8	15.9	21.1	31.5	433.6	10,562,518	1,968,252	896,840	1,207,015	740,064	2,201,937	311,461

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N.J. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
JERSEY CITY	**556.2**	**.2287**	**34.3**	**10.7**	**16.7**	**19.3**	**29.5**	**214.9**	**2,818,105**	**751,625**	**209,644**	**133,299**	**158,274**	**501,225**	**99,082**
Hudson	556.2	.2287	34.3	10.7	16.7	19.3	29.5	214.9	2,818,105	751,625	209,644	133,299	158,274	501,225	99,082
Bayonne	63.9	.0263	37.8	10.4	16.5	17.0	36.2	25.8	305,498	94,675	31,900	1,651	25,221	14,631	17,151
• Hoboken	41.7	.0171	30.6	13.4	19.5	17.8	23.6	15.6	150,498	73,440	19,140	3,437	5,084	4,508	7,242
• Jersey City	220.6	.0907	32.2	10.8	16.9	18.1	27.1	82.4	1,044,156	234,728	71,637	52,944	47,480	276,990	34,151
North Bergen Township	47.9	.0197	38.3	9.7	16.6	20.4	34.3	19.7	255,751	101,658	20,457	4,340	14,633	38,847	6,245
Union City	56.9	.0234	34.9	10.9	15.4	22.3	27.6	22.0	301,202	53,890	16,135	27,242	16,633	72,071	10,953
SUBURBAN TOTAL	293.9	.1209	36.8	10.3	16.1	20.5	32.1	116.9	1,623,451	443,457	118,867	76,918	105,710	219,727	57,689
MIDDLESEX - SOMERSET - HUNTERDON	**945.7**	**.3888**	**33.3**	**11.6**	**17.4**	**21.8**	**25.2**	**332.5**	**7,069,836**	**1,525,634**	**540,468**	**770,813**	**560,420**	**1,389,367**	**193,168**
Hunterdon	99.6	.0410	33.9	8.6	17.[illegible]	24.7	23.4	34.0	639,944	131,910	52,484	25,411	43,272	106,819	15,209
Middlesex	630.1	.2590	32.7	12.8	17.6	20.7	25.4	222.2	4,495,847	951,375	341,828	586,326	400,086	742,588	134,300
Edison Township	78.0	.0321	33.3	11.2	18.4	22.1	24.9	27.8	702,253	81,725	46,065	65,842	131,893	119,079	24,291
• New Brunswick	42.2	.0174	25.6	29.6	16.9	12.4	21.7	14.5	258,125	14,928	20,456	57,577	11,933	55,765	5,759
Old Bridge Township	55.3	.0227	31.1	11.3	18.5	22.8	19.9	19.1	146,417	40,897	13,509	3,859	4,961	39,497	10,727
• Perth Amboy	38.8	.0160	34.0	10.6	16.0	17.3	31.1	14.5	212,393	51,331	17,120	15,426	15,394	62,086	6,195
Piscataway Township	43.4	.0178	28.3	19.8	19.7	21.1	15.8	13.6	73,722	9,798	17,153		7,468	8,605	1,152
Woodbridge Township	95.1	.0391	34.5	11.8	17.5	20.9	28.2	33.0	1,054,518	197,128	75,558	233,428	72,607	120,346	21,849
Somerset	216.0	.0888	34.8	9.6	16.8	23.7	25.9	76.3	1,934,045	442,349	146,156	159,076	117,062	539,960	43,659
SUBURBAN TOTAL	864.7	.3554	33.6	10.8	17.3	22.5	25.2	303.5	6,599,318	1,459,375	502,892	697,810	533,093	1,271,516	181,214

The Big Tomato...ripe for picking
Monmouth-Ocean, N.J. is in the top 35 in spending power and the top 50 in size.

- #49 Population
- #21 AVG HH EBI
- #16 Per Capita EBI
- #36 HH with EBI $50,000+
- #46 Number of Households

For additional information, call The Asbury Park Press National Advertising Dept. at 201-922-6000, or any Sawyer • Ferguson • Walker office.

THE ASBURY PARK PRESS

S&MM 1987

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Sources: The Scarborough Report, 1986 © S&MM Survey of Buying Power, 1986 National Representative: Sawyer-Ferguson-Walker Co.

N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MONMOUTH - OCEAN	**957.2**	**.3935**	**35.5**	**8.6**	**15.7**	**19.5**	**31.2**	**360.5**	**6,620,082**	**1,447,305**	**559,609**	**610,843**	**303,854**	**1,852,298**	**182,629**
Monmouth	549.2	.2258	34.3	9.3	16.0	21.6	27.3	198.0	3,805,646	824,071	354,580	368,714	193,022	992,665	100,709
Middletown Township	70.5	.0290	33.5	9.0	15.2	23.3	24.6	22.7	266,807	86,668	19,509	32,449	18,946	31,871	13,307
Ocean	408.0	.1677	37.7	7.6	15.2	16.8	36.5	162.5	2,814,436	623,234	205,029	242,129	110,832	859,633	81,920
Brick Township	63.4	.0261	34.0	8.4	17.4	19.0	29.2	24.0	376,891	114,167	17,265	41,881	28,066	82,140	7,457
Dover Township	75.0	.0308	35.3	8.0	15.2	20.9	29.6	27.9	887,415	145,801	41,479	140,404	39,203	323,929	18,430
SUBURBAN TOTAL	957.2	.3935	35.5	8.6	15.7	19.5	31.2	360.5	6,620,082	1,447,305	559,609	610,843	303,854	1,852,298	182,629
NEWARK	**1,899.3**	**.7809**	**34.2**	**9.7**	**16.6**	**21.2**	**27.4**	**687.7**	**12,033,488**	**2,645,072**	**1,030,981**	**1,021,168**	**801,449**	**2,676,131**	**384,153**
Essex	842.4	.3463	33.6	10.1	16.4	20.1	27.6	310.2	5,090,424	1,122,820	450,839	542,227	362,082	906,803	195,065
Bloomfield Township	47.6	.0196	38.3	9.9	17.3	18.3	36.0	19.3	342,648	80,700	23,335	3,897	10,975	91,462	19,349
East Orange	78.4	.0322	31.7	10.8	19.0	20.2	23.5	30.3	208,688	81,382	19,326	2,691	5,191	25,486	10,019
Irvington Township	62.8	.0258	34.2	9.6	18.9	18.2	30.2	26.3	246,100	54,564	17,943	5,192	13,987	58,698	14,737
• Newark	320.9	.1319	29.7	11.1	15.9	19.5	[illegible]	112.6	1,057,078	188,388	145,734	126,889	97,370	80,644	56,828
Morris	426.0	.1752	33.7	9.4	17.3	24.2	23.6	146.6	3,297,566	756,307	268,319	362,372	203,833	731,710	72,959
Parsippany - Troy Hills Township	51.1	.0210	32.5	10.3	21.8	24.3	20.2	19.0	315,001	95,982	32,802	25,696	22,358	61,158	7,193
Sussex	128.1	.0527	31.4	7.9	20.1	22.3	20.6	43.3	560,572	150,339	40,322	24,302	17,575	148,327	15,847
Union	502.8	.2067	36.7	9.8	15.5	20.4	32.0	187.6	3,084,926	615,606	271,501	92,267	217,959	889,291	100,282
• Elizabeth	107.4	.0442	34.4	10.9	16.6	19.3	29.7	41.5	500,864	113,840	42,640	8,471	32,969	119,639	19,488
Plainfield	46.8	.0192	31.6	10.5	18.0	20.2	23.6	16.7	196,070	23,626	12,916	11,624	11,029	58,936	10,324
Union Township	50.6	.0208	42.9	10.0	13.3	18.2	41.5	19.5	528,893	91,817	40,139	5,318	64,623	143,022	14,279
SUBURBAN TOTAL	1,471.0	.6048	35.1	9.4	16.7	21.6	28.5	533.6	10,475,546	2,342,844	842,607	885,808	671,110	2,475,848	307,837
TRENTON	**319.8**	**.1315**	**33.9**	**12.0**	**16.9**	**19.9**	**28.1**	**115.1**	**2,300,232**	**480,021**	**201,862**	**299,001**	**127,858**	**424,432**	**78,044**
Mercer	319.8	.1315	33.9	12.0	16.9	19.9	28.1	115.1	2,300,232	480,021	201,862	299,001	127,858	424,432	78,044
Hamilton Township	86.1	.0354	35.6	9.8	17.2	20.6	30.3	31.9	593,423	201,618	45,514	45,826	17,170	132,567	22,525
• Trenton	93.5	.0384	32.2	11.1	17.0	16.6	28.7	34.5	361,881	34,904	50,503	24,465	42,631	16,145	14,562
SUBURBAN TOTAL	226.3	.0931	34.6	12.4	16.6	21.3	28.0	80.6	1,938,351	445,117	151,359	274,536	85,227	408,287	63,482

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers in the State, combined.

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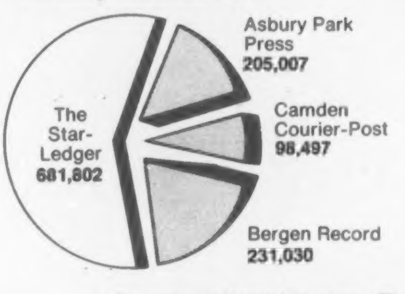
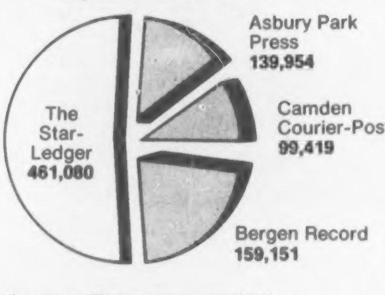


Daily Circulation



For more information about The Star-Ledger's selling power, contact Fredric Marks, National Advertising Manager, (201) 877-5864.

The Star-Ledger

New Jersey's Largest Newspaper

Star-Ledger Plaza, Newark, N.J. 07101

Represented Nationally by Newhouse Newspapers

Source: ABC FasFax 3/31/87

N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
VINELAND - MILLVILLE - BRIDGETON	**138.7**	**.0571**	**32.8**	**9.7**	**16.2**	**19.2**	**27.3**	**47.9**	**808,140**	**211,253**	**48,447**	**80,723**	**30,454**	**189,351**	**28,439**
Cumberland	138.7	.0571	32.8	9.7	16.2	19.2	27.3	47.9	808,140	211,253	48,447	80,723	30,454	189,351	28,439
• Bridgeton	19.3	.0079	31.9	10.7	14.8	15.6	29.8	7.0	152,631	28,262	12,252	2,588	3,016	40,693	8,968
• Millville	26.2	.0108	32.5	10.0	17.0	18.8	27.1	10.0	143,556	32,372	6,987	1,602	4,090	64,012	3,638
• Vineland	55.1	.0227	32.9	9.7	16.4	19.7	26.8	18.5	446,342	120,918	26,275	71,928	19,682	76,207	14,399
SUBURBAN TOTAL	38.1	.0157	33.4	9.1	16.0	20.6	26.8	12.4	65,611	29,701	2,933	4,605	3,666	8,439	1,434
OTHER COUNTIES															
☐ Burlington	394.2	.1621	31.3	11.9	17.7	21.5	22.0	132.4	2,300,973	391,616	207,515	286,736	101,549	733,507	49,117
☐ Camden	489.1	.2011	32.6	10.3	17.1	19.4	26.5	178.1	3,255,466	633,562	269,643	353,886	187,935	746,908	115,836
• Camden	83.2	.0342	27.7	11.3	14.9	15.7	23.5	29.1	210,611	52,202	25,478	7,885	5,495	8,038	19,838
Cherry Hill Township	70.2	.0289	36.3	8.5	13.2	25.8	26.7	23.6	922,793	96,995	64,989	142,614	63,046	297,147	21,460
Gloucester Township	49.4	.0203	30.0	10.7	22.0	20.2	18.9	17.3	120,851	46,812	9,789	6,619	2,082	5,911	4,049
☐ Gloucester	219.1	.0901	31.3	11.3	17.8	19.9	23.4	75.4	1,386,494	295,270	83,111	232,754	38,155	349,251	38,870
☐ Salem	68.1	.0280	33.4	9.4	16.1	19.5	28.0	24.7	242,026	52,277	20,021	13,001	12,424	63,942	9,496
☐ Warren	89.6	.0368	33.9	9.4	16.9	20.3	27.8	32.7	560,879	120,727	34,801	25,825	15,138	142,591	17,784
TOTAL METRO COUNTIES	**7,687.3**	**3.1607**	**34.2**	**10.2**	**16.6**	**20.5**	**28.1**	**2,804.8**	**52,987,961**	**11,166,189**	**4,463,614**	**5,280,814**	**3,224,632**	**11,875,473**	**1,607,031**
TOTAL STATE	**7,687.3**	**3.1607**	**34.2**	**10.2**	**16.6**	**20.5**	**28.1**	**2,804.8**	**52,987,961**	**11,166,189**	**4,463,614**	**5,280,814**	**3,224,632**	**11,875,473**	**1,607,031**

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the best slice of the New York A.D.I.

Sources: Scarborough Report of New York A.D.I., 1986
S&MM's 1987 Survey of Buying Power

All Jersey 2 newspapers will have Sunday editions beginning in the Fall of 1987.

N.J. S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ATLANTIC CITY	**3,746,771**	**21,815**	**25.9**	**26.3**	**14.6**	**13.1**	**.1391**
Atlantic	2,532,446	22,315	24.7	26.0	15.5	13.3	.0936
• Atlantic City	369,230	14,136	28.5	20.0	8.8	6.6	.0180
Cape May	1,214,325	20,975	28.4	26.8	13.0	12.6	.0455
SUBURBAN TOTAL	3,377,541	23,209	25.5	27.2	15.6	14.1	.1211
BERGEN - PASSAIC	**22,157,291**	**34,860**	**15.6**	**22.7**	**19.2**	**30.6**	**.7039**
Bergen	16,043,912	39,059	13.8	21.5	19.9	35.8	.4984
Passaic	6,113,379	27,973	19.1	25.1	18.0	20.5	.2055
Clifton	1,247,407	31,261	18.0	25.8	19.7	23.7	.0394
Passaic	590,673	19,193	24.5	24.5	12.9	10.8	.0191
• Paterson	1,317,600	18,943	24.8	25.4	12.2	10.1	.0440
Wayne Township	871,036	44,981	9.6	20.1	22.2	42.5	.0379
SUBURBAN TOTAL	20,839,691	36,922	14.5	22.4	20.0	32.9	.6599
JERSEY CITY	**6,526,609**	**21,959**	**22.6**	**25.3**	**15.0**	**13.6**	**.2125**

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Daily Record

■ Morris County's $52,541 is the highest EBI per household in New Jersey
(Source: 1986 SM&M Survey of Buying Power)

■ Morris County is currently #2 in U.S. median EBI per household at $42,445
(Source: 1986 SM&M Survey of Buying Power)

■ Morris County is #1 in median household income in the New York ADI
(Source: 1986 SM&M Survey of Buying Power)

■ 58% of all adults earning $50,000 plus per year in Morris County read the Daily Record (Source: Belden Associates, 1985)

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Sources: Scarborough Report of New York A.D.I. 1986
S&MM's 1987 Survey of Buying Power

N.J. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Hudson	6,526,609	21,959	22.6	25.3	15.0	13.6	.2125
Bayonne	897,118	26,207	20.6	25.4	17.2	18.4	.0265
● Hoboken	423,150	18,475	25.5	24.2	11.7	10.5	.0136
● Jersey City	2,317,173	19,774	24.4	24.6	13.4	11.5	.0782
North Bergen Township	650,258	25,700	19.3	26.3	17.6	16.0	.0200
Union City	583,418	19,231	26.3	25.7	13.0	9.4	.0206
SUBURBAN TOTAL	3,786,286	24,212	20.9	25.9	16.6	15.4	.1207
MIDDLESEX - SOMERSET - HUNTERDON	**15,543,957**	**37,433**	**13.4**	**23.6**	**22.2**	**31.6**	**.4821**
Hunterdon	1,719,660	39,877	12.4	22.4	21.3	36.1	.0501
Middlesex	9,860,339	35,928	14.1	24.4	22.8	28.8	.3084
Edison Township	1,356,751	39,549	10.8	25.4	24.3	33.2	.0434
● New Brunswick	468,829	21,278	25.2	25.6	13.6	13.4	.0166
Old Bridge Township	850,428	37,258	12.5	25.4	25.2	29.0	.0218
● Perth Amboy	451,806	22,546	21.7	24.7	16.9	13.4	.0151
Piscataway Township	654,078	38,963	12.3	24.2	26.0	31.2	.0160
Woodbridge Township	1,506,879	38,101	12.8	23.9	24.8	30.7	.0545
Somerset	3,963,958	41,325	12.0	21.7	21.4	37.6	.1236
SUBURBAN TOTAL	14,623,322	38,951	12.5	23.5	22.9	33.3	.4504
MONMOUTH - OCEAN	**14,837,079**	**30,927**	**19.3**	**24.7**	**18.8**	**24.8**	**.4621**
Monmouth	8,888,631	33,832	16.6	23.1	18.8	29.4	.2716
Middletown Township	1,217,356	43,337	10.5	19.3	22.0	39.9	.0316
Ocean	5,948,448	27,693	22.6	26.9	18.7	19.0	.1905
Brick Township	945,312	32,081	18.4	26.7	22.8	21.7	.0287
Dover Township	1,122,082	30,988	20.0	25.2	19.9	23.4	.0430
SUBURBAN TOTAL	14,837,079	30,927	19.3	24.7	18.8	24.8	.4621
NEWARK	**29,690,744**	**32,145**	**16.5**	**22.7**	**18.1**	**27.8**	**.8986**
Essex	11,426,688	24,947	19.8	22.9	14.9	20.7	.3644
Bloomfield Township	754,321	31,155	18.3	26.6	20.4	23.1	.0235
East Orange	907,758	21,101	24.0	24.9	14.0	13.6	.0259
Irvington Township	785,634	22,646	22.2	27.4	16.0	12.6	.0233
● Newark	2,749,805	16,114	24.1	22.0	11.1	8.6	.0940
Morris	8,178,670	44,930	10.2	20.2	21.3	42.7	.2392
Parsippany - Troy Hills Township	973,332	41,801	10.6	24.0	23.7	37.1	.0269
Sussex	1,951,143	36,562	13.2	25.8	24.1	28.9	.0546
Union	8,134,243	33,105	16.5	23.8	19.4	27.7	.2404
● Elizabeth	1,321,028	23,369	22.2	27.3	16.2	13.6	.0412
Plainfield	613,642	28,134	19.3	25.7	18.4	20.4	.0181
Union Township	822,978	34,198	16.6	23.8	21.0	27.7	.0287
SUBURBAN TOTAL	25,619,911	36,893	14.4	22.5	19.7	33.0	.7634
TRENTON	**5,049,666**	**32,805**	**17.0**	**23.3**	**18.6**	**27.9**	**.1578**
Mercer	5,049,666	32,805	17.0	23.3	18.6	27.9	.1578
Hamilton Township	1,347,807	35,158	14.9	25.5	23.3	27.0	.0417
● Trenton	1,032,482	21,014	24.0	25.0	13.7	13.2	.0324
SUBURBAN TOTAL	4,017,184	38,321	14.0	22.6	20.7	34.2	.1254
VINELAND - MILLVILLE - BRIDGETON	**1,500,316**	**23,267**	**23.7**	**28.9**	**15.7**	**12.7**	**.0529**
Cumberland	1,500,316	23,267	23.7	28.9	15.7	12.7	.0529
● Bridgeton	180,999	18,727	26.5	27.1	10.9	8.3	.0077
● Millville	314,590	24,811	21.5	30.9	16.9	12.3	.0104
● Vineland	608,743	24,209	23.8	28.9	16.2	14.1	.0238
SUBURBAN TOTAL	395,984	23,913	23.4	28.9	16.4	13.3	.0110
OTHER COUNTIES							
☐ Burlington	5,604,817	32,965	17.1	27.1	21.9	24.4	.1732
☐ Camden	6,472,120	27,578	20.0	25.9	18.0	19.7	.2148
● Camden	615,581	14,403	28.1	21.3	9.2	5.0	.0214
Cherry Hill Township	1,258,564	44,395	11.4	18.3	21.9	41.3	.0456
Gloucester Township	661,362	31,375	17.5	29.4	22.3	20.4	.0176
☐ Gloucester	2,759,251	30,210	18.6	28.0	22.4	18.1	.0924
☐ Salem	988,563	32,766	17.8	22.1	22.3	24.4	.0270
☐ Warren	1,208,784	29,113	19.3	29.2	20.2	18.6	.0391
TOTAL METRO COUNTIES	**116,085,968**	**31,273**	**17.7**	**24.2**	**18.8**	**25.3**	**3.6555**
TOTAL STATE	**116,085,968**	**31,273**	**17.7**	**24.2**	**18.8**	**25.3**	**3.6555**

NEW MEXICO

N.M.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP
1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBUQUERQUE	**476.5**	**.1959**	**30.3**	**12.7**	**19.9**	**19.7**	**21.0**	**181.7**	**3,020,801**	**604,471**	**344,912**	**373,731**	**193,817**	**666,077**	**87,758**
Bernalillo	476.5	.1959	30.3	12.7	19.9	19.7	21.0	181.7	3,020,801	604,471	344,912	373,731	193,817	666,077	87,758
● Albuquerque	367.0	.1509	30.7	12.8	20.3	19.6	21.7	145.6	2,823,679	520,847	319,686	369,704	186,998	656,616	77,996
SUBURBAN TOTAL	109.5	.0450	29.0	12.4	18.2	20.3	18.7	36.1	197,122	83,624	25,226	4,027	6,819	9,461	9,762
LAS CRUCES	**119.3**	**.0491**	**27.4**	**15.7**	**16.9**	**18.1**	**19.1**	**40.8**	**594,339**	**110,237**	**59,889**	**78,270**	**29,230**	**127,658**	**19,133**
Dona Ana	119.3	.0491	27.4	15.7	16.9	18.1	19.1	40.8	594,339	110,237	59,889	78,270	29,230	127,658	19,133
● Las Cruces	54.0	.0222	29.6	14.8	17.0	18.4	22.4	21.0	523,816	100,731	49,737	75,601	27,559	123,926	17,648
SUBURBAN TOTAL	65.3	.0269	25.6	16.4	16.7	17.9	16.4	19.8	70,523	9,506	10,152	2,669	1,671	3,732	1,485
SANTA FE	**105.4**	**.0433**	**31.7**	**9.2**	**19.6**	**22.3**	**21.1**	**40.1**	**709,559**	**133,420**	**76,213**	**60,199**	**34,445**	**153,560**	**35,734**
Los Alamos	19.1	.0079	34.9	5.9	15.8	29.5	20.4	7.2	65,835	18,859	6,190	7,858	1,733	2,602	2,161
Santa Fe	86.3	.0354	31.1	9.9	20.6	20.7	21.3	32.9	643,724	114,561	70,023	52,341	32,712	150,958	33,573
● Santa Fe	55.3	.0227	32.1	9.9	19.6	20.9	23.3	22.2	608,455	110,367	63,953	51,882	31,238	144,244	30,483
SUBURBAN TOTAL	50.1	.0206	31.2	8.4	19.7	23.9	18.7	17.9	101,104	23,053	12,260	8,317	3,207	9,316	5,251

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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Catron	2.8	.0012	33.3	8.4	15.8	19.0	28.2	.9	4,952	1,191	516		241	388	
Chaves	56.6	.0233	33.1	10.3	14.6	17.4	29.9	21.1	461,162	92,750	41,148	37,854	22,980	101,948	9,394
Cibola	30.6	.0126	30.3	9.3	17.0	20.7	21.4	9.8	91,725	28,031	9,822	15,582	3,815	12,130	3,789
Colfax	13.9	.0057	32.1	9.4	15.5	17.5	28.0	5.2	91,977	20,637	9,530	8,150	1,781	14,450	2,835
Curry	43.4	.0178	28.7	13.3	17.0	18.1	21.2	15.8	272,539	50,743	22,827	29,276	17,045	76,564	7,719
De Baca	2.4	.0010	41.6	6.7	12.4	18.4	40.0	1.1	9,396	3,758	1,197		271	1,143	616
Eddy	53.2	.0218	31.7	10.1	15.7	17.4	27.5	18.9	409,965	87,948	24,493	46,134	19,274	104,726	11,482
Grant	26.9	.0111	30.6	9.8	16.0	18.4	24.5	9.2	101,369	33,709	6,843	7,195	3,028	21,867	4,254
Guadalupe	4.4	.0018	30.6	10.2	14.2	18.6	25.2	1.5	45,875	6,708	5,883	1,089	445	1,527	420
Harding	1.0	.0004	37.3	7.8	15.2	14.6	37.3	.4	3,978	468	190	201	113	2,086	
Hidalgo	6.3	.0026	28.5	9.7	16.4	17.1	22.1	2.1	33,401	7,803	1,928	585	69	4,306	133
Lea	64.6	.0266	29.1	11.2	16.6	18.6	21.6	22.8	507,010	126,102	43,893	29,836	22,269	119,614	12,282
Lincoln	15.0	.0061	33.9	7.9	18.0	19.6	28.5	5.9	126,139	28,436	14,344	12,385	3,612	21,808	583
Luna	17.3	.0071	36.5	8.0	11.9	16.7	35.1	6.3	80,711	25,408	3,953	8,219	747	14,167	2,678
McKinley	71.6	.0294	24.2	12.2	17.4	17.5	13.7	20.0	367,213	90,753	42,317	44,097	15,690	53,009	8,324
Mora	4.8	.0020	32.2	9.2	13.9	16.0	30.1	1.5	7,430	1,936	280	1,522	860	257	
Otero	50.3	.0207	28.0	14.2	18.2	19.7	17.5	17.2	243,184	41,741	22,456	19,559	13,993	72,478	6,946
Quay	11.4	.0047	35.0	7.9	14.0	18.4	31.6	4.5	91,502	24,900	14,188	11,145	1,604	14,727	1,883
Rio Arriba	32.9	.0135	28.2	10.8	16.5	18.3	20.5	10.7	89,165	25,079	8,086	9,461	1,332	14,818	782
Roosevelt	16.3	.0067	30.0	17.7	14.2	16.2	26.7	6.2	80,125	18,371	9,890	4,646	1,624	27,172	4,127
Sandoval	48.3	.0199	30.3	9.5	17.2	18.4	23.6	15.2	60,872	23,601	7,095	7,582	1,299	2,061	1,122
San Juan	98.3	.0404	26.5	12.1	18.1	18.5	16.1	31.9	541,985	125,190	47,410	49,808	19,531	134,425	10,116
San Miguel	25.0	.0103	30.0	12.4	16.5	17.4	24.3	8.5	95,324	24,917	10,459	13,112	2,472	12,437	3,296
Sierra	9.2	.0038	50.7	5.7	8.6	15.2	50.7	4.0	37,287	9,784	7,097	4,200	392	5,246	2,375
Socorro	14.2	.0059	27.9	14.0	16.4	17.2	21.1	4.6	53,718	13,944	4,919	4,828	858	19,250	780
Taos	21.1	.0086	30.4	9.0	18.2	20.1	21.5	7.4	126,597	35,103	19,398	11,316	2,179	14,939	2,459
Torrance	9.0	.0037	32.1	8.3	16.0	18.4	27.0	3.2	30,545	4,641	1,803	689	248	11,551	842
Union	4.9	.0021	36.8	7.5	12.9	18.6	33.8	1.8	20,094	4,350	3,053	1,636	1,197	1,634	370
Valencia	37.3	.0153	28.0	11.1	17.4	19.0	18.8	13.1	144,812	54,499	6,809	12,885	2,167	43,969	4,036
TOTAL METRO COUNTIES	**701.2**	**.2883**	**30.1**	**12.7**	**19.4**	**19.8**	**20.7**	**262.6**	**4,324,699**	**848,128**	**481,014**	**512,200**	**257,492**	**947,295**	**142,625**
TOTAL STATE	**1,494.2**	**.6144**	**29.7**	**11.8**	**17.9**	**19.0**	**21.6**	**533.4**	**8,554,751**	**1,860,629**	**872,841**	**905,192**	**418,628**	**1,871,992**	**246,268**

N.M.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

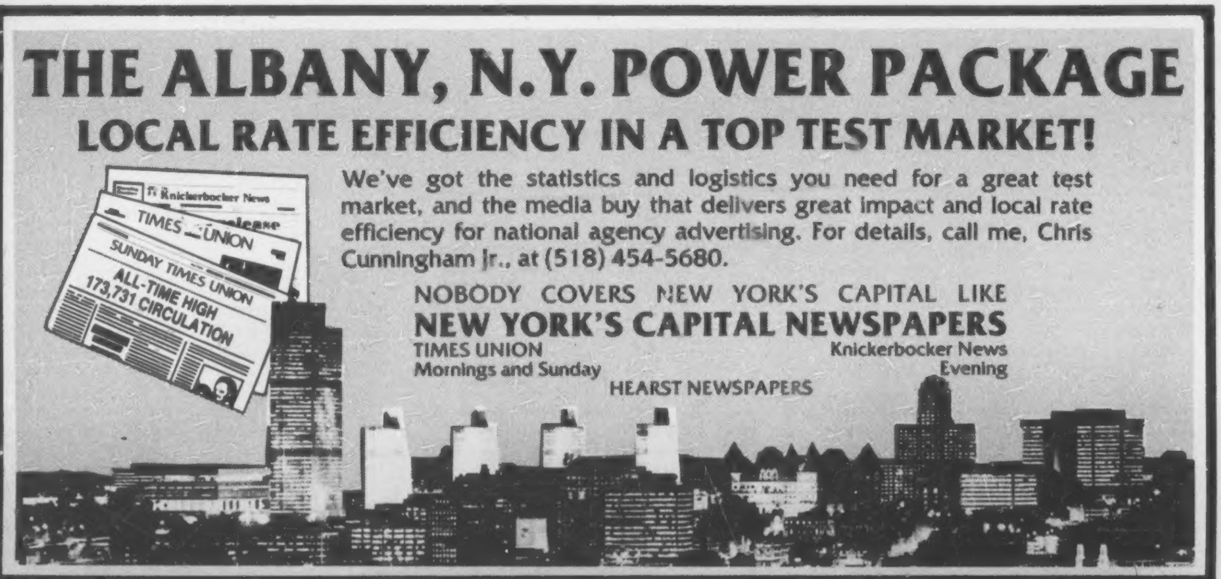
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBUQUERQUE	**5,294,908**	**21,829**	**26.3**	**27.2**	**14.9**	**12.0**	**.1894**
Bernalillo	5,294,908	21,829	26.3	27.2	14.9	12.0	.1894
• Albuquerque	4,261,712	22,241	25.7	27.4	15.1	12.3	.1590
SUBURBAN TOTAL	1,033,196	20,324	28.6	26.3	13.3	11.1	.0304
LAS CRUCES	**999,701**	**16,859**	**29.0**	**24.3**	**9.4**	**8.8**	**.0385**
Dona Ana	999,701	16,859	29.0	24.3	9.4	8.8	.0385
• Las Cruces	524,517	18,218	26.1	25.5	11.2	9.4	.0239
SUBURBAN TOTAL	475,184	15,652	32.2	23.0	7.5	8.1	.0146
SANTA FE	**1,423,111**	**27,164**	**21.1**	**25.5**	**17.1**	**20.4**	**.0469**
Los Alamos	371,822	46,488	8.4	18.6	23.7	44.6	.0091
Santa Fe	1,051,289	23,627	23.9	27.1	15.6	15.1	.0378
• Santa Fe	714,463	23,848	23.8	25.7	16.3	15.8	.0289
SUBURBAN TOTAL	708,648	31,370	17.8	25.4	18.0	26.0	.0180
OTHER COUNTIES							
Catron	15,968	12,658	32.1	21.4	5.3	2.2	.0006
Chaves	568,555	18,947	29.1	25.4	12.1	9.9	.0236
Cibola	262,035	22,012	23.8	29.9	16.5	8.6	.0088
Colfax	117,185	16,750	28.2	26.5	10.0	5.8	.0049
Curry	381,037	16,991	32.3	25.1	10.1	6.4	.0155
De Baca	19,967	12,522	32.7	18.2	5.6	4.1	.0008
Eddy	497,116	20,306	26.7	30.2	12.2	8.4	.0212
Grant	277,505	25,093	20.0	27.1	20.1	11.8	.0088
Guadalupe	24,516	11,784	31.8	17.3	3.9	3.4	.0018
Harding	6,813	12,500	37.2	14.6	5.3	4.0	.0002
Hidalgo	43,922	15,541	29.4	29.2	9.2	1.9	.0020
Lea	737,661	26,990	19.5	30.7	18.8	13.9	.0280
Lincoln	156,018	19,008	27.4	27.3	10.6	9.9	.0064
Luna	117,055	12,648	31.4	19.2	6.4	4.2	.0051
McKinley	361,826	12,975	25.9	22.2	7.3	3.7	.0193
Mora	22,121	10,161	26.9	19.8	2.9	1.0	.0010
Otero	477,883	20,681	30.9	28.7	13.8	9.3	.0170
Quay	105,379	17,534	27.8	23.9	11.2	7.9	.0047
Rio Arriba	198,469	13,946	29.4	23.3	7.3	2.9	.0078
Roosevelt	121,942	12,633	26.6	19.6	7.6	5.2	.0050
Sandoval	467,831	23,853	24.5	29.3	16.4	13.6	.0131
San Juan	885,309	22,668	21.1	28.8	15.8	10.8	.0340
San Miguel	150,904	12,418	30.8	19.1	6.6	2.8	.0064
Sierra	69,602	12,497	32.0	18.0	5.6	3.6	.0028
Socorro	84,107	13,005	34.1	18.9	6.4	3.0	.0035
Taos	162,687	15,591	29.8	22.8	8.8	6.4	.0071
Torrance	63,190	14,642	34.8	19.4	7.4	4.8	.0024
Union	40,012	14,373	29.7	21.2	6.1	8.0	.0015
Valencia	329,769	19,298	28.9	26.7	14.0	7.4	.0116
TOTAL METRO COUNTIES	**7,717,720**	**21,670**	**25.9**	**26.6**	**14.3**	**12.8**	**.2748**
TOTAL STATE	**14,484,104**	**20,003**	**26.3**	**26.2**	**13.3**	**10.5**	**.5397**

What is the difference between "median" and "average"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

NEW YORK

N.Y. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBANY - SCHENECTADY - TROY	**854.3**	**.3513**	**33.5**	**11.4**	**16.8**	**18.4**	**29.1**	**320.0**	**5,360,877**	**1,257,217**	**407,614**	**506,642**	**276,051**	**1,228,664**	**202,883**
Albany	290.1	.1193	33.5	13.1	17.6	17.5	29.8	112.2	2,567,535	443,726	200,789	267,419	168,328	666,971	79,370
• Albany	100.8	.0414	32.6	17.5	17.9	13.9	31.9	42.0	718,801	150,198	72,934	28,562	38,332	247,928	34,043
Greene	43.4	.0179	36.8	9.5	14.3	18.4	33.9	16.5	217,445	65,206	14,146	11,827	4,751	47,169	7,525
Montgomery	53.3	.0219	37.1	8.6	15.2	16.7	35.7	20.2	260,060	69,891	16,415	24,345	7,617	44,617	15,205
Rensselaer	154.3	.0635	32.4	12.7	16.3	18.0	27.8	55.3	600,376	207,502	48,139	30,582	16,936	130,951	34,795
• Troy	55.4	.0228	30.8	18.5	15.4	14.4	29.2	20.6	243,459	81,631	27,515	6,087	12,065	47,800	22,987
Saratoga	163.3	.0671	31.4	10.2	18.2	20.9	22.5	57.5	710,595	192,008	65,527	64,247	25,187	148,168	22,551
Schenectady	149.9	.0616	35.6	9.8	16.1	18.5	32.3	58.3	1,004,866	278,884	62,598	108,222	53,232	190,788	43,437
• Schenectady	67.5	.0278	34.2	12.6	17.3	14.8	33.7	28.6	523,423	150,262	37,973	45,991	30,387	118,392	26,413
SUBURBAN TOTAL	630.6	.2593	33.8	9.7	16.7	19.9	28.2	228.8	3,875,194	875,126	269,192	426,002	195,267	814,544	119,440
BINGHAMTON	**268.5**	**.1104**	**33.4**	**11.9**	**15.8**	**19.2**	**28.2**	**96.9**	**1,492,616**	**363,530**	**126,526**	**161,301**	**70,614**	**330,252**	**71,608**
Broome	214.9	.0884	33.8	12.5	15.9	18.5	29.5	80.2	1,335,845	308,006	118,246	151,732	68,311	295,797	67,431
• Binghamton	54.6	.0224	36.0	12.9	15.9	14.9	36.2	22.9	440,681	107,472	43,650	20,828	29,079	124,817	25,954
Tioga	53.6	.0220	31.8	9.3	15.9	22.1	22.9	18.7	156,771	55,524	8,280	9,569	2,303	34,455	4,177
SUBURBAN TOTAL	213.9	.0880	32.8	11.6	15.8	20.4	26.1	76.0	1,051,935	256,058	82,876	140,473	41,535	205,435	45,654
BUFFALO	**975.2**	**.4010**	**34.0**	**11.3**	**16.0**	**18.7**	**29.8**	**360.1**	**5,391,894**	**1,397,957**	**561,026**	**566,262**	**260,833**	**1,143,060**	**273,299**



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Learn more about Buffalo and The News. Call Hugh Monaghan at The News: 716-849-3422.

Sources: S & MM, Survey of Buying Power, 1986; ABC Fas-Fax for 6 months ended 3/31/87.

THE BUFFALO NEWS

N.Y. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Erie	975.2	.4010	34.0	11.3	16.0	18.7	29.8	360.1	5,391,894	1,397,957	561,026	566,262	260,833	1,143,060	273,299
• Buffalo	333.9	.1373	33.5	12.8	16.5	15.6	32.0	136.8	1,364,621	442,267	185,313	74,219	60,440	209,181	87,346
SUBURBAN TOTAL	641.3	.2637	34.3	10.5	15.7	20.3	28.7	223.3	4,027,273	955,690	375,713	492,043	200,393	933,879	185,953
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*1,192.6*	*.4904*	*33.9*	*11.3*	*16.0*	*18.6*	*29.7*	*440.1*	*6,408,561*	*1,678,270*	*652,924*	*694,813*	*295,025*	*1,359,042*	*323,765*
ELMIRA	**94.6**	**.0389**	**33.4**	**11.1**	**15.7**	**18.0**	**29.6**	**34.3**	**545,133**	**109,835**	**44,360**	**99,581**	**21,652**	**120,540**	**23,398**
Chemung	94.6	.0389	33.4	11.1	15.7	18.0	29.6	34.3	545,133	109,835	44,360	99,581	21,652	120,540	23,398
• Elmira	33.8	.0139	31.5	15.8	15.3	14.0	30.6	12.4	223,634	58,930	19,485	7,754	10,511	67,701	13,948
SUBURBAN TOTAL	60.8	.0250	34.4	8.5	15.9	20.2	29.0	21.9	321,499	50,905	24,875	91,827	11,141	52,839	9,450
GLENS FALLS	**115.0**	**.0473**	**33.0**	**9.7**	**15.8**	**18.9**	**27.9**	**40.3**	**705,572**	**177,518**	**62,556**	**70,290**	**18,826**	**146,996**	**31,637**
Warren	56.9	.0234	33.2	9.6	16.2	18.5	28.5	20.6	508,415	113,820	43,323	61,913	15,653	114,524	20,377
• Glens Falls	16.5	.0068	32.8	10.6	17.3	15.3	30.9	6.5	299,417	72,627	13,064	47,960	10,405	82,791	10,533
Washington	58.1	.0239	32.8	9.8	15.6	19.3	27.2	19.7	197,157	63,698	19,233	8,377	3,173	32,472	11,260
SUBURBAN TOTAL	98.5	.0405	33.0	9.5	15.6	19.5	27.4	33.8	406,155	104,891	49,492	22,330	8,421	64,205	21,104
NASSAU - SUFFOLK	**2,663.8**	**1.0953**	**34.0**	**10.0**	**15.6**	**21.8**	**26.6**	**865.5**	**20,979,657**	**4,306,903**	**1,603,085**	**2,127,985**	**1,429,882**	**4,254,963**	**624,446**
Nassau	1,333.5	.5483	36.2	10.2	14.8	21.1	30.6	445.3	12,558,495	2,393,059	1,018,859	1,319,107	985,640	2,421,516	355,129
Hempstead	42.3	.0174	32.1	10.9	18.4	20.5	24.1	15.2	533,936	59,519	18,670	43,691	44,544	235,566	6,457
Suffolk	1,330.3	.5470	32.0	9.8	16.4	22.5	22.6	420.2	8,421,162	1,913,844	584,226	808,878	444,242	1,833,447	269,317
SUBURBAN TOTAL	2,663.8	1.0953	34.0	10.0	15.6	21.8	26.6	865.5	20,979,657	4,306,903	1,603,085	2,127,985	1,429,882	4,254,963	624,446
NEW YORK	**8,527.7**	**3.5061**	**34.7**	**9.9**	**17.7**	**20.3**	**29.1**	**3,405.4**	**44,722,153**	**9,111,819**	**5,707,216**	**5,016,676**	**3,427,497**	**5,949,203**	**1,658,023**
Bronx	1,190.6	.4895	32.8	10.6	16.2	19.0	27.5	451.4	2,658,355	813,983	203,018	162,997	198,229	404,453	123,962
Kings	2,290.9	.9419	33.0	10.3	17.1	18.7	27.9	887.5	7,468,481	1,982,060	495,571	697,182	570,136	1,087,098	337,613
New York (Manhattan)	1,490.8	.6129	36.1	9.8	22.6	22.2	29.5	756.6	17,272,255	2,138,408	3,453,535	2,428,203	1,639,120	923,910	605,479
• New York City	7,303.3	3.0029	34.6	10.0	18.1	19.9	29.3	2,971.6	35,885,363	7,145,128	5,037,126	4,014,188	2,890,789	4,054,784	1,401,530
Putnam	82.9	.0341	32.6	8.2	17.3	24.1	21.8	27.5	332,621	78,935	17,238	18,000	11,874	90,277	14,546
Queens	1,951.4	.8023	36.9	9.5	17.0	19.6	33.0	748.6	7,041,025	1,848,825	785,518	559,867	404,986	1,357,327	283,865
Richmond	379.6	.1560	32.6	9.7	18.2	21.3	24.3	127.5	1,445,247	361,852	99,484	165,939	78,318	281,996	50,611
Rockland	272.0	.1119	33.1	9.4	15.5	24.7	22.4	85.7	1,451,832	322,843	142,735	155,732	59,084	371,072	56,682
Westchester	869.5	.3575	36.6	9.3	15.7	21.6	30.7	320.6	7,052,337	1,564,913	510,117	828,756	465,750	1,433,070	185,265
Mount Vernon	66.9	.0275	36.0	9.4	16.2	19.7	31.7	26.4	362,810	81,047	12,805	5,665	13,981	75,442	15,860
New Rochelle	71.8	.0295	37.6	10.1	15.8	20.2	33.4	27.3	550,993	81,342	38,738	50,177	41,300	189,098	13,030
• White Plains	45.6	.0187	38.4	9.1	16.9	20.7	34.4	19.2	1,111,296	145,639	69,682	337,875	79,206	176,519	16,451
Yonkers	191.3	.0787	36.6	10.2	16.7	18.6	33.5	74.7	1,182,352	310,818	69,924	176,645	91,430	194,911	35,058
SUBURBAN TOTAL	1,178.8	.4845	35.4	9.3	15.7	22.5	28.0	414.6	7,725,494	1,821,052	600,408	664,613	457,502	1,717,900	240,042
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*17,964.7*	*7.3863*	*34.6*	*9.9*	*17.0*	*20.7*	*28.5*	*6,739.2*	*114,402,768*	*23,693,820*	*11,382,855*	*11,969,565*	*7,937,195*	*20,878,838*	*3,683,902*
NIAGARA FALLS	**217.4**	**.0894**	**33.4**	**11.1**	**15.9**	**18.5**	**29.0**	**80.0**	**1,016,667**	**280,313**	**91,898**	**128,551**	**34,192**	**215,982**	**50,466**
Niagara	217.4	.0894	33.4	11.1	15.9	18.5	29.0	80.0	1,016,667	280,313	91,898	128,551	34,192	215,982	50,466
• Niagara Falls	65.5	.0269	34.8	11.7	15.2	15.4	34.3	26.1	309,773	97,215	39,229	35,212	8,349	41,481	17,155
SUBURBAN TOTAL	151.9	.0625	32.9	10.9	16.2	19.8	26.7	53.9	706,894	182,098	52,669	93,339	25,843	174,501	33,311
ORANGE COUNTY	**283.3**	**.1165**	**32.0**	**10.4**	**16.8**	**20.6**	**24.5**	**93.9**	**1,689,330**	**419,310**	**100,076**	**203,247**	**86,952**	**351,693**	**51,906**
Orange	283.3	.1165	32.0	10.4	16.8	20.6	24.5	93.9	1,689,330	419,310	100,076	203,247	86,952	351,693	51,906
SUBURBAN TOTAL	283.3	.1165	32.0	10.4	16.8	20.6	24.5	93.9	1,689,330	419,310	100,076	203,247	86,952	351,693	51,906
POUGHKEEPSIE	**259.8**	**.1068**	**33.2**	**10.9**	**17.1**	**21.7**	**25.2**	**88.5**	**1,497,071**	**367,457**	**111,524**	**151,753**	**63,765**	**322,382**	**50,812**
Dutchess	259.8	.1068	33.2	10.9	17.1	21.7	25.2	88.5	1,497,071	367,457	111,524	151,753	63,765	322,382	50,812
• Poughkeepsie	30.9	.0127	34.6	11.3	17.1	16.3	33.1	13.3	359,542	60,253	27,333	1,250	12,087	101,341	12,922
SUBURBAN TOTAL	228.9	.0941	33.0	10.9	16.9	22.5	24.2	75.2	1,137,529	307,204	84,191	150,503	51,678	221,041	37,890
ROCHESTER	**992.6**	**.4082**	**32.3**	**11.7**	**17.7**	**19.4**	**25.8**	**364.9**	**5,914,110**	**1,300,792**	**567,890**	**581,839**	**313,912**	**1,520,134**	**251,792**
Livingston	60.3	.0248	30.5	15.5	16.2	18.8	24.0	19.9	231,501	67,492	26,019	11,924	4,453	48,709	6,306

BUYING POWER

With just one issue of Newsday, your ad reaches 464,900 adults in Nassau-Suffolk, Long Island, with household incomes of $50,000 or more. That's seven out of 10 of all Long Island adults in this affluent bracket.

Newsday

Source: The Scarborough Report-New York Market, 1986

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Monroe	708.8	.2915	32.3	11.9	18.1	19.3	25.9	267.2	4,731,345	1,020,253	462,059	456,060	278,737	1,261,244	201,309
• Rochester	241.5	.0993	31.3	13.0	19.7	15.1	27.6	99.7	1,316,379	250,146	170,927	77,902	96,224	326,254	68,971
Ontario	94.3	.0388	32.5	11.1	17.4	19.3	26.4	33.1	566,923	110,440	52,852	88,048	20,170	114,528	24,088
Orleans	40.1	.0165	33.0	9.8	15.8	19.1	27.7	13.8	119,323	37,540	10,664	2,452	4,050	23,012	7,994
Wayne	89.1	.0366	32.2	9.2	17.2	20.7	24.5	30.9	265,018	65,067	16,296	23,355	6,502	72,641	12,095
SUBURBAN TOTAL	751.1	.3089	32.6	11.3	17.0	20.8	25.1	265.2	4,597,731	1,050,646	396,963	503,937	217,688	1,193,880	182,821
SYRACUSE	**654.8**	**.2692**	**31.5**	**13.0**	**16.9**	**18.5**	**25.6**	**235.7**	**3,740,584**	**944,156**	**339,981**	**349,206**	**191,867**	**878,305**	**169,485**
Madison	67.1	.0276	30.1	15.2	15.2	18.5	24.1	22.1	241,733	64,148	31,781	11,749	6,194	59,538	14,982
Onondaga	467.5	.1922	32.1	12.5	17.4	18.6	26.3	173.0	3,017,302	739,128	265,933	296,703	173,221	715,957	128,126
• Syracuse	164.7	.0677	31.5	17.0	17.5	14.2	29.7	67.4	1,027,587	244,257	97,382	54,182	93.287	310,185	36,184
Oswego	120.2	.0494	29.8	13.5	16.3	18.2	23.4	40.6	481,549	140,880	42,267	40,754	12,452	102,810	26,377
SUBURBAN TOTAL	490.1	.2015	31.5	11.6	16.8	19.9	24.2	168.3	2,712,997	699,899	242,599	295,024	98,580	568,120	133,301
UTICA - ROME	**322.8**	**.1327**	**34.1**	**10.6**	**15.1**	**18.1**	**30.6**	**116.0**	**1,650,693**	**410,830**	**131,664**	**162,818**	**76,294**	**339,046**	**92,283**
Herkimer	68.9	.0283	34.5	9.8	14.8	17.9	31.4	24.8	267,751	74,186	21,365	36,763	11,608	44,463	16,897
Oneida	253.9	.1044	34.0	10.9	15.2	18.1	30.4	91.2	1,382,942	336,644	110,299	126,055	64,686	294,583	75,386
• Rome	43.6	.0179	31.7	12.3	17.1	17.2	27.2	15.6	255,423	66,399	19,845	30,994	9,267	52,207	16,509
• Utica	72.6	.0299	36.5	11.7	14.8	15.2	36.4	28.8	419,216	118,588	37,991	32,033	19,616	57,333	27,664
SUBURBAN TOTAL	206.6	.0849	34.0	9.9	14.9	19.3	29.2	71.6	976,054	225,843	73,828	99,791	47,411	229,506	48,110
OTHER COUNTIES															
Allegany	53.8	.0221	29.5	17.3	14.3	16.8	25.3	17.9	163,492	55,342	15,141	9,021	3,931	44,056	7,296
Cattaraugus	87.2	.0358	32.2	11.3	15.4	17.7	28.0	30.6	377,344	94,978	39,738	44,678	13,829	81,114	14,922
Cayuga	82.9	.0341	32.9	10.1	16.5	17.8	28.8	28.7	348,905	84,342	25,393	34,302	7,507	95,718	13,275
Chautauqua	147.5	.0607	34.1	11.1	15.0	18.0	30.7	54.7	673,856	183,915	66,330	67,371	24,996	152,785	27,545
Chenango	52.4	.0215	33.0	9.1	15.6	19.1	27.7	18.5	216,633	66,634	14,459	14,235	5,054	57,018	10,913
Clinton	83.7	.0344	28.8	17.1	18.2	18.6	20.1	26.7	429,148	84,879	35,920	39,598	15,381	100,779	17,672
Columbia	62.9	.0259	36.1	8.3	15.6	19.3	32.3	23.3	264,807	76,201	17,856	12,625	8,818	48,718	7,564
Cortland	48.3	.0198	29.8	17.2	15.5	17.5	24.4	16.6	221,941	52,374	27,682	9,848	9,272	57,330	14,972
Delaware	48.8	.0201	34.6	11.3	14.5	18.2	31.3	17.4	260,263	78,318	20,535	18,852	5,379	49,023	12,844
Essex	38.0	.0156	34.8	8.9	15.4	18.7	31.0	14.1	157,611	48,506	18,197	10,414	1,747	24,617	5,189
Franklin	45.9	.0189	32.2	11.4	14.8	17.6	28.2	15.8	210,508	54,145	12,915	13,022	5,142	32,897	14,898
Fulton	56.4	.0232	34.8	8.9	15.1	17.8	32.0	21.1	236,613	57,431	14,431	15,450	7,305	62,415	17,603
Genesee	60.9	.0250	32.8	9.9	16.1	19.2	27.2	21.1	255,046	65,365	26,410	17,395	15,184	55,447	12,773
Hamilton	5.4	.0022	39.4	7.2	12.5	19.6	36.6	1.9	14,184	4,514	2,416	1,103	406	1,791	
Jefferson	93.1	.0383	32.7	10.0	15.6	17.9	28.6	33.1	520,098	112,416	43,081	55,710	20,431	118,850	32,046
Lewis	25.8	.0106	31.0	10.0	15.3	17.8	26.2	8.8	65,565	21,369	6,380	4,421	1,974	14,814	4,484
Otsego	61.5	.0253	32.6	16.6	14.3	16.8	29.8	21.9	279,688	66,417	25,011	21,530	4,369	79,045	12,213
St. Lawrence	117.7	.0484	29.7	16.0	14.6	17.4	24.9	38.4	474,061	115,271	46,324	29,324	18,273	113,794	39,119
Schoharie	31.8	.0131	32.5	14.5	14.4	18.0	28.4	10.7	120,781	37,355	7,249	7,089	3,515	23,574	4,588
Schuyler	18.4	.0076	33.3	9.1	15.7	19.3	28.1	6.4	44,902	12,060	3,832	191	446	14,678	2,351
Seneca	34.5	.0142	34.0	10.4	15.7	19.2	29.2	12.1	125,528	36,731	9,452	5,104	4,191	35,378	7,171
Steuben	101.3	.0416	33.8	9.1	15.5	19.0	29.1	37.0	419,089	112,732	38,303	36,752	13,080	84,527	24,447
Sullivan	70.7	.0291	35.7	9.5	15.9	18.8	32.2	26.1	376,136	100,492	28,759	40,054	5,515	75,920	10,029
Tompkins	90.8	.0373	27.1	26.0	19.6	15.6	19.0	31.6	466,413	107,666	50,724	43,902	25,835	99,097	16,980
Ulster	166.5	.0685	33.8	10.7	17.1	20.0	28.0	61.2	889,671	214,398	84,898	89,074	21,918	175,545	27,022
Wyoming	41.5	.0171	32.0	9.9	18.2	19.5	25.1	13.5	154,815	42,658	14,890	5,792	6,258	44,614	6,468
Yates	22.1	.0091	34.4	10.2	15.3	17.9	31.1	8.5	69,317	17,350	9,190	3,524	1,111	15,313	3,503
TOTAL METRO COUNTIES	**16,229.8**	**6.6731**	**34.1**	**10.4**	**17.1**	**20.1**	**28.2**	**6,103.5**	**94,706,357**	**20,447,637**	**9,855,416**	**10,126,151**	**6,272,337**	**16,801,220**	**3,552,038**
TOTAL STATE	**17,979.6**	**7.3926**	**33.9**	**10.6**	**17.0**	**19.9**	**28.2**	**6,721.2**	**102,542,772**	**22,451,496**	**10,560,932**	**10,776,532**	**6,523,204**	**18,560,077**	**3,919,925**

ALBANY SCHENECTADY TROY METRO MARKET

IT TAKES 2 NEWSPAPERS TO EFFECTIVELY COVER THE CAPITAL DISTRICT MSA...

ONE IS THE SCHENECTADY GAZETTE

- 177,500 READERS (ADI)
- 78.8% HOME COUNTY PENETRATION
- MORNING CIRCULATION LEADERS IN 3 OUT OF 6 METRO COUNTIES
- $31,800 MEDIAN HOUSEHOLD INCOME

SOURCE: 1987 SIMMONS RESEARCH REPORT
REPRESENTED NATIONALLY BY CWO & O

The schenectady Gazette

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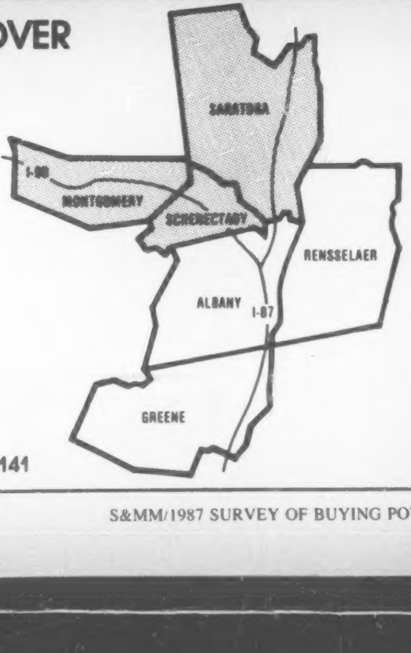
SCHENECTADY, NEW YORK (518) 374-4141



N.Y.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY - SCHENECTADY - TROY	**11,358,054**	**26,745**	**21.5**	**27.6**	**18.5**	**17.1**	**.3696**
Albany	4,182,349	27,506	21.1	26.4	18.2	19.4	.1461
• Albany	1,310,400	20,454	26.5	24.5	13.0	13.5	.0449
Greene	476,989	21,100	26.6	28.2	14.8	9.6	.0160
Montgomery	604,222	22,528	25.3	29.5	16.4	10.0	.0198
Rensselaer	1,920,583	26,420	21.1	27.5	18.7	16.2	.0571
• Troy	609,636	20,005	25.8	25.2	13.7	11.2	.0197
Saratoga	2,145,382	29,669	19.6	28.8	21.5	18.5	.0638
Schenectady	2,028,529	26,145	21.8	28.2	17.6	16.4	.0668
• Schenectady	815,558	20,505	26.7	27.8	13.5	9.9	.0299
SUBURBAN TOTAL	8,622,460	29,437	19.6	28.4	20.5	19.2	.2751
BINGHAMTON	**3,495,139**	**26,396**	**22.7**	**27.9**	**17.8**	**17.2**	**.1110**
Broome	2,771,981	25,688	23.2	28.3	17.7	15.8	.0913
• Binghamton	664,421	19,445	29.0	25.3	13.0	10.4	.0246
Tioga	723,158	29,697	20.8	26.1	18.2	23.1	.0197
SUBURBAN TOTAL	2,830,718	28,681	20.9	28.6	19.3	19.2	.0864
BUFFALO	**12,031,723**	**25,622**	**21.0**	**27.8**	**18.5**	**14.4**	**.3915**
Erie	12,031,723	25,622	21.0	27.8	18.5	14.4	.3915
• Buffalo	3,566,239	17,631	25.7	24.7	12.1	8.2	.1150
SUBURBAN TOTAL	8,465,484	30,424	18.1	29.7	22.4	18.2	.2765
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***14,689,952***	***25,762***	***20.9***	***28.1***	***18.7***	***14.2***	***.4747***
ELMIRA	**996,395**	**21,719**	**26.5**	**30.0**	**15.0**	**9.2**	**.0355**
Chemung	996,395	21,719	26.5	30.0	15.0	9.2	.0355
• Elmira	303,403	17,661	28.3	27.6	10.8	5.6	.0124
SUBURBAN TOTAL	692,992	24,243	25.4	31.4	17.3	11.3	.0231
GLENS FALLS	**1,253,015**	**23,302**	**25.1**	**30.0**	**16.3**	**11.3**	**.0448**
Warren	656,282	23,256	25.1	29.4	15.6	12.7	.0261
• Glens Falls	189,735	21,562	25.2	29.0	15.4	9.2	.0106
Washington	596,733	23,352	25.0	31.0	17.1	9.7	.0187
SUBURBAN TOTAL	1,063,280	23,637	25.1	30.3	16.6	11.6	.0342
NASSAU - SUFFOLK	**46,264,678**	**41,990**	**12.0**	**20.0**	**21.2**	**39.2**	**1.4212**
Nassau	25,987,952	45,990	10.6	17.8	20.0	44.8	.8006
Hempstead	631,089	30,317	18.4	24.1	16.9	27.0	.0249
Suffolk	20,276,726	38,636	13.7	22.2	22.7	33.2	.6206
SUBURBAN TOTAL	46,264,678	41,990	12.0	20.0	21.2	39.2	1.4212
NEW YORK	**121,150,624**	**23,666**	**21.3**	**23.5**	**14.7**	**18.6**	**3.6418**
Bronx	11,143,700	16,240	25.7	22.5	10.9	8.2	.3388
Kings	24,956,344	19,126	24.4	23.9	12.7	11.5	.7587
New York (Manhattan)	30,175,239	23,571	20.8	22.6	12.6	21.2	.9796
• New York City	98,314,504	22,018	22.4	24.0	14.1	15.8	2.9785
Putnam	1,309,723	39,702	13.5	20.9	24.6	33.2	.0355
Queens	26,416,271	26,514	20.9	26.6	17.9	17.9	.7466
Richmond	5,622,950	35,901	14.3	22.5	22.2	29.2	.1549
Rockland	4,697,537	44,680	11.5	17.9	20.2	43.1	.1307
Westchester	16,828,860	37,767	14.6	20.8	17.5	36.1	.4970
Mount Vernon	985,829	26,688	20.7	23.0	15.7	22.7	.0294
New Rochelle	1,350,968	34,153	16.5	21.9	16.6	32.2	.0398

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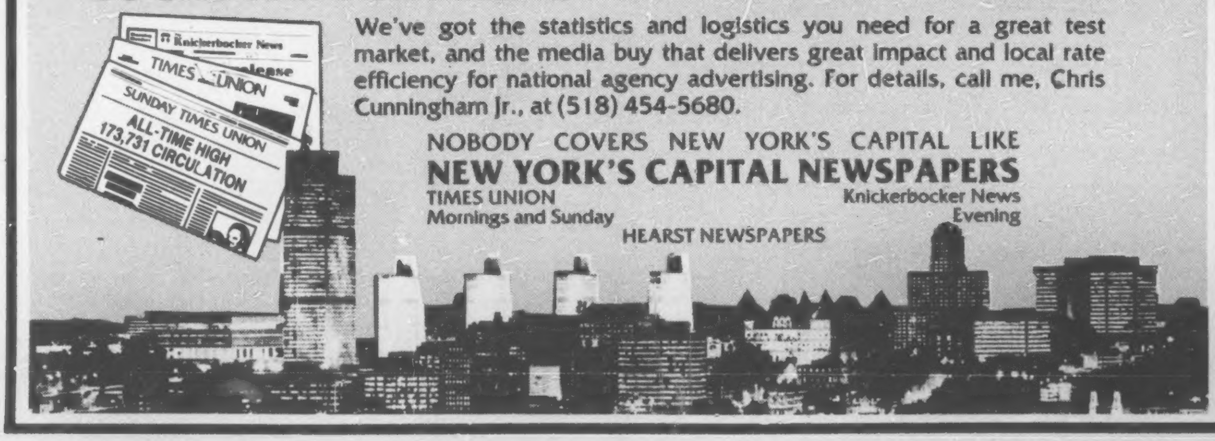
*TIMES HERALD-RECORD Middletown, New York (Orange County plus Sullivan-Ulster)

	TIMES HERALD-RECORD	NEWS-TIMES	TOTAL UNIT
DAILY	81,638	39,479	121,117
SUNDAY	94,062	45,789	139,851

SOURCE: ABC FAS-FAX MARCH 30, 1987



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N.Y. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
• White Plains	927,552	33,207	16.7	22.8	16.2	31.3	.0419
Yonkers	3,107,744	31,49[illegible]	17.6	23.5	18.5	26.2	.0919
SUBURBAN TOTAL	21,908,568	39,6[illegible]	13.8	20.1	18.6	37.6	.6214
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***275,714,324***	***29,280***	***18.5***	***22.9***	***17.0***	***24.7***	***8.4261***
NIAGARA FALLS	**2,658,229**	**26,341**	**20.5**	**29.6**	**19.8**	**13.4**	**.0832**
Niagara	2,658,229	26,341	20.5	29.6	19.8	13.4	.0832
• Niagara Falls	756,743	22,101	23.1	28.1	16.1	9.9	.0244
SUBURBAN TOTAL	1,901,486	28,350	19.3	30.2	21.7	15.1	.0588
ORANGE COUNTY	**3,507,497**	**28,774**	**19.3**	**27.6**	**20.5**	**18.1**	**.1165**
Orange	3,507,497	28,774	19.3	27.6	20.5	18.1	.1165
SUBURBAN TOTAL	3,507,497	28,774	19.3	27.6	20.5	18.1	.1165
POUGHKEEPSIE	**3,762,321**	**33,252**	**17.2**	**24.7**	**21.2**	**25.7**	**.1148**
Dutchess	3,762,321	33,252	17.2	24.7	21.2	25.7	.1148
• Poughkeepsie	416,676	20,748	25.0	23.0	14.1	14.3	.0168
SUBURBAN TOTAL	3,345,645	35,070	15.8	25.1	22.3	27.7	.0980
ROCHESTER	**14,169,649**	**30,176**	**18.6**	**26.2**	**20.0**	**21.6**	**.4397**
Livingston	689,051	26,679	21.8	30.1	19.6	14.5	.0213
Monroe	10,704,826	31,195	17.6	25.1	20.0	23.6	.3340
• Rochester	2,971,559	21,367	23.5	26.5	14.8	11.7	.0964
Ontario	1,144,080	27,129	21.8	31.1	19.9	13.8	.0385
Orleans	487,343	27,903	22.0	26.6	20.4	17.3	.0139
Wayne	1,144,349	29,406	19.5	28.1	20.7	18.9	.0320
SUBURBAN TOTAL	11,198,090	33,554	16.7	26.1	22.0	25.3	.3433
SYRACUSE	**8,693,636**	**28,098**	**20.3**	**27.0**	**19.4**	**18.6**	**.2755**
Madison	703,443	23,711	24.6	30.6	16.6	11.2	.0222
Onondaga	6,336,560	27,977	20.3	27.1	19.4	18.2	.2059
• Syracuse	1,963,766	19,906	26.4	25.5	13.8	10.5	.0674
Oswego	1,653,633	31,671	17.7	25.1	20.7	24.2	.0474
SUBURBAN TOTAL	6,729,870	31,432	17.9	27.6	21.7	21.8	.2081
UTICA - ROME	**3,593,826**	**23,261**	**24.2**	**30.1**	**16.2**	**11.2**	**.1204**
Herkimer	742,064	22,863	24.9	31.4	15.2	10.3	.0236
Oneida	2,851,762	23,378	24.0	29.7	16.5	11.5	.0968
• Rome	475,129	22,142	26.4	30.3	15.4	10.0	.0168
• Utica	758,304	18,685	26.8	26.6	12.7	7.5	.0272
SUBURBAN TOTAL	2,360,393	25,480	22.6	31.4	17.9	13.0	.0764
OTHER COUNTIES							
Allegany	422,396	17,229	31.8	29.3	9.4	3.2	.0149
Cattaraugus	905,715	22,145	25.7	29.9	15.6	9.4	.0299
Cayuga	833,284	22,303	25.3	30.5	16.4	8.3	.0279
Chautauqua	1,622,043	22,270	25.4	30.0	15.1	10.0	.0531
Chenango	564,843	22,773	27.3	30.2	17.2	9.5	.0182
Clinton	806,423	21,293	28.0	29.3	14.7	9.2	.0291
Columbia	740,159	23,294	26.1	29.4	16.0	11.9	.0230
Cortland	466,295	20,631	27.3	30.2	13.5	7.8	.0163
Delaware	513,905	21,736	27.1	30.9	14.2	9.5	.0180
Essex	392,264	20,387	28.0	29.2	13.6	8.2	.0130
Franklin	416,566	18,126	30.7	25.8	12.6	6.7	.0150
Fulton	605,012	21,457	26.2	31.2	13.7	8.8	.0196
Genesee	600,857	22,428	25.7	32.8	15.7	7.4	.0203
Hamilton	42,649	16,726	36.6	27.1	8.9	3.2	.0014
Jefferson	901,613	20,023	27.9	28.9	13.5	7.7	.0333
Lewis	247,446	21,462	26.5	32.6	13.5	7.6	.0075
Otsego	686,901	22,040	27.1	28.6	14.8	11.3	.0222
St. Lawrence	1,150,522	21,187	25.7	27.1	15.2	10.3	.0386
Schoharie	304,532	20,799	27.9	30.4	14.1	7.5	.0101
Schuyler	196,495	23,620	26.8	32.4	17.5	9.3	.0057
Seneca	449,073	28,234	21.6	29.3	20.4	17.1	.0130
Steuben	1,144,036	22,865	25.3	29.6	15.9	11.4	.0360
Sullivan	798,014	20,977	27.3	28.1	13.4	10.7	.0268
Tompkins	1,223,809	26,160	22.5	25.9	16.7	19.8	.0375
Ulster	2,246,824	26,743	22.0	25.9	17.7	19.3	.0694
Wyoming	454,090	26,141	21.5	32.0	19.0	13.1	.0141
Yates	227,674	19,262	29.0	28.9	11.4	7.7	.0070
TOTAL METRO COUNTIES	**232,934,786**	**27,143**	**19.8**	**24.3**	**16.9**	**21.1**	**7.1655**
TOTAL STATE	**251,898,226**	**26,550**	**20.4**	**24.6**	**16.7**	**20.2**	**7.7864**

NORTH CAROLINA

N.C.
S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group — 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ASHEVILLE	**170.1**	**.0699**	**35.2**	**9.4**	**16.9**	**20.1**	**30.1**	**67.4**
Buncombe	170.1	.0699	35.2	9.4	16.9	20.1	30.1	67.4
• Asheville	59.9	.0246	38.4	9.0	16.0	17.2	36.9	25.7
SUBURBAN TOTAL	110.2	.0453	34.0	9.6	17.4	21.8	26.4	41.7
BURLINGTON	**102.8**	**.0422**	**34.6**	**10.8**	**16.1**	**20.8**	**28.5**	**39.3**
Alamance	102.8	.0422	34.6	10.8	16.1	20.8	28.5	39.3
• Burlington	38.4	.0158	35.7	9.9	16.2	19.7	31.3	15.6
SUBURBAN TOTAL	64.4	.0264	34.0	11.3	16.1	21.5	26.9	23.7
CHARLOTTE - GASTONIA - ROCK HILL	**1,071.6**	**.4407**	**32.1**	**11.1**	**18.2**	**20.7**	**24.0**	**398.6**

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**1,280,598**	**232,903**	**113,855**	**156,273**	**64,007**	**318,142**	**54,823**
Buncombe	1,280,598	232,903	113,855	156,273	64,007	318,142	54,823
• Asheville	898,660	139,592	86,437	139,581	42,371	197,549	38,262
SUBURBAN TOTAL	381,938	93,311	27,418	16,692	21,636	120,593	16,561
BURLINGTON	**849,472**	**153,791**	**72,397**	**79,093**	**51,049**	**236,870**	**30,053**
Alamance	849,472	153,791	72,397	79,093	51,049	236,870	30,053
• Burlington	608,352	83,809	50,586	72,195	36,800	193,549	20,228
SUBURBAN TOTAL	241,120	69,982	21,811	6,898	14,249	43,321	9,825
CHARLOTTE - GASTONIA - ROCK HILL	**7,099,408**	**1,525,096**	**596,393**	**717,406**	**382,247**	**1,928,884**	**220,118**

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

CHARLOTTE ADI
NEWSPAPER NETWORK
Provides 28% coverage of ADI households!
189, 326 circulation
17% Group Discount
Concord Tribune/Gastonia Gazette/Kannapolis Independent/Lenoir News-Topic/Monroe Enquirer-Journal/Morganton News-Herald/Rock Hill Herald/Salisbury Post/Shelby Star/Statesville Record & Landmark

N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Cabarrus	94.1	.0387	34.3	9.8	16.2	20.9	27.9	34.7	569,137	122,233	39,096	63,177	30,018	163,659	19,109
• Kannapolis	33.1	.0136	35.6	10.2	14.8	18.4	32.3	12.9	222,489	48,875	14,899	49,318	15,201	33,745	7,495
Gaston	173.8	.0714	32.5	10.2	17.3	20.4	25.2	62.9	774,484	234,934	74,950	145,695	35,200	238,995	41,430
• Gastonia	55.2	.0227	33.7	9.8	16.6	18.9	29.0	20.9	679,639	137,477	50,794	128,018	26,124	178,406	26,117
Lincoln	47.6	.0196	32.7	9.7	17.4	21.6	24.3	17.4	170,795	43,267	12,862	15,213	6,838	43,163	8,817
Mecklenburg	447.9	.1842	31.4	11.8	19.9	21.0	21.9	173.5	3,695,771	609,614	348,382	358,612	244,601	1,077,277	91,430
• Charlotte	348.0	.1431	31.3	11.7	20.5	20.1	22.3	138.1	3,276,671	470,808	308,383	325,744	223,512	1,033,220	80,698
Rowan	104.7	.0431	35.0	10.3	15.9	19.4	30.6	39.8	656,449	236,906	38,128	40,730	24,173	143,031	22,145
Union	80.5	.0331	31.0	10.9	17.2	21.3	21.8	27.2	360,113	95,102	19,873	41,299	10,888	96,111	10,027
York, S. C.	*123.0*	*.0506*	*30.9*	*11.8*	*17.5*	*20.4*	*22.4*	*43.1*	*672,659*	*183,040*	*63,102*	*52,680*	*30,529*	*166,648*	*27,160*
• *Rock Hill*	*40.4*	*.0166*	*29.7*	*16.0*	*17.0*	*16.4*	*24.6*	*14.3*	*407,368*	*97,522*	*41,599*	*46,738*	*21,895*	*69,108*	*17,320*
SUBURBAN TOTAL	594.9	.2447	32.5	10.6	17.1	21.7	24.0	212.4	2,513,241	770,414	180,718	167,588	95,515	614,405	88,488
FAYETTEVILLE	**264.0**	**.1086**	**25.8**	**19.5**	**19.8**	**18.1**	**13.6**	**84.5**	**1,425,184**	**255,469**	**128,903**	**216,140**	**129,307**	**379,920**	**33,292**
Cumberland	264.0	.1086	25.8	19.5	19.8	18.1	13.6	84.5	1,425,184	255,469	128,903	216,140	129,307	379,920	33,292
• Fayetteville	70.2	.0289	30.6	14.2	17.1	19.1	23.3	26.9	951,706	137,220	85,036	190,041	56,669	276,634	26,274
SUBURBAN TOTAL	193.8	.0797	24.6	21.5	20.8	17.8	10.0	57.6	473,478	118,249	43,867	26,099	72,638	103,286	7,018
GREENSBORO - WINSTON-SALEM - HIGH POINT	**910.0**	**.3739**	**32.8**	**11.3**	**17.8**	**21.1**	**25.0**	**346.6**	**5,817,966**	**1,091,404**	**576,608**	**650,650**	**368,860**	**1,461,483**	**193,231**
Davidson	122.7	.0504	33.1	9.9	17.2	21.9	24.8	45.4	503,570	110,881	42,827	29,893	28,831	125,496	23,102
Davie	27.8	.0114	33.4	8.7	18.0	22.1	25.2	10.2	78,447	19,569	5,498	2,411	11,522	13,420	3,843
Forsyth	261.8	.1076	32.8	11.7	18.3	20.8	25.2	102.9	2,062,197	373,953	210,670	239,592	108,927	573,251	68,155
• Winston-Salem	146.5	.0602	32.7	13.7	17.1	18.2	27.9	59.3	1,651,274	259,514	171,646	230,348	86,588	460,659	51,647
Guilford	330.7	.1360	32.3	12.6	18.0	20.3	24.8	126.1	2,591,726	452,368	268,510	329,774	195,785	615,351	71,910
• Greensboro	180.7	.0743	31.1	15.2	19.0	18.3	24.3	69.5	1,857,853	308,514	200,105	257,969	121,994	448,094	46,792
• High Point	67.7	.0278	33.0	11.1	16.8	18.5	28.1	25.9	647,127	116,763	53,295	71,260	71,261	160,912	19,981
Randolph	100.1	.0411	33.4	9.6	17.6	22.3	24.9	37.7	397,774	88,417	32,735	44,262	14,370	83,520	16,940
Stokes	36.9	.0151	32.5	9.4	18.0	22.2	23.3	13.1	73,518	15,762	7,404	903	4,661	21,216	4,040
Yadkin	30.0	.0123	35.3	9.2	16.4	21.7	28.7	11.2	110,734	30,454	8,964	3,815	4,764	29,229	5,241
SUBURBAN TOTAL	515.1	.2116	33.4	9.3	17.8	23.2	24.0	191.9	1,661,712	406,613	151,562	91,073	89,017	391,818	74,811
HICKORY	**219.5**	**.0904**	**32.8**	**10.2**	**17.5**	**21.9**	**24.3**	**81.1**	**1,245,500**	**261,582**	**109,148**	**110,358**	**61,937**	**306,525**	**55,980**
Alexander	27.8	.0115	32.2	10.1	17.8	22.7	22.3	9.9	70,767	19,460	6,642	3,104	3,537	15,213	3,361
Burke	77.0	.0317	33.3	9.8	17.1	22.2	24.9	28.4	273,652	78,411	27,074	17,569	10,201	43,953	13,676
Catawba	114.7	.0472	32.6	10.4	17.6	21.5	24.4	42.8	901,081	163,711	75,432	89,685	48,199	247,359	38,943
• Hickory	25.1	.0103	34.2	13.4	16.1	18.7	30.0	10.4	514,835	83,425	45,778	58,931	30,960	129,000	21,666
SUBURBAN TOTAL	194.4	.0801	32.6	9.7	17.8	22.3	23.5	70.7	730,665	178,157	63,370	51,427	30,977	177,525	34,314

Fayetteville, N.C. is the second largest market in the Raleigh/Durham ADI.

After a quick look at the following ADI statistics, you'll see that the Fayetteville market is the second most powerful market inside the Raleigh/Durham ADI, and that The Fayetteville Observer/Times is the logical second newspaper choice in the ADI.

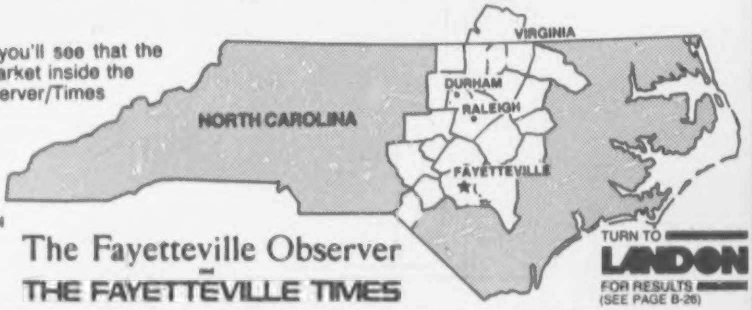
Top three counties in Raleigh (Fayetteville) Durham ADI

County	% of ADI Households	Rank in ADI
Wake (Raleigh)	21.6	1
Cumberland (Fayetteville)	13.6	2
Durham (Durham)	10.1	3

Sunday Newspaper penetration in Raleigh (Fayetteville) Durham ADI

Sunday Newspaper	% of ADI Penetration	Rank in ADI
Raleigh News & Observer	22	1
Fayetteville Observer, Times	11	2
Durham Herald, Sun	10	3

Source: Circulation 86-87



The Fayetteville Observer
and
THE FAYETTEVILLE TIMES

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

FOR MORE INFORMATION CONTACT PAIGE LEDFORD c/o FAYETTEVILLE PUBLISHING CO., P.O. BOX 849, FAYETTEVILLE, NC 28302 OR PHONE 919-323-4848. TOLL FREE IN N.C. -800-682-3476.

HOW TO GET ON TOP OF THE
GREENSBORO/WINSTON-SALEM/HIGH POINT ADI

There's an often-overlooked portion of the ADI that is extremely important - The Piedmont Area Newspaper Group markets (High Point City, Alamance, Davidson, Rockingham, Surry counties). Two newspapers, Greensboro and Winston-Salem with only 23% coverage, are not enough to reach these markets you need.

PANG

Piedmont Area Newspaper Group

- High Point Enterprise/Times
- Burlington Daily Times-News
- Lexington Dispatch
- Mt. Airy News
- Reidsville Review
- Eden News

PANG MARKETS PENETRATION-60%
PANG ADI CIRCULATION-105,639

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

21% SAVINGS ON GROUP BUY

Source:Circulation 86/87

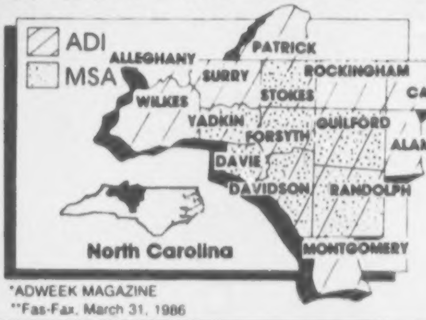
N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
JACKSONVILLE	**124.1**	**.0510**	**23.5**	**30.4**	**17.5**	**15.1**	**11.1**	**36.1**	**591,949**	**111,366**	**51,000**	**87,818**	**41,255**	**181,671**	**15,498**
Onslow	124.1	.0510	23.5	30.4	17.5	15.1	11.1	36.1	591,949	111,366	51,000	87,818	41,255	181,671	15,498
• Jacksonville	27.0	.0111	28.3	15.9	20.4	18.9	17.4	9.9	449,177	74,057	36,592	85,574	35,061	130,884	10,127
SUBURBAN TOTAL	97.1	.0399	23.0	34.4	16.7	14.0	9.4	26.2	142,772	37,309	14,408	2,244	6,194	50,787	5,371
RALEIGH - DURHAM	**648.3**	**.2666**	**30.4**	**15.7**	**20.7**	**19.7**	**20.8**	**245.6**	**4,251,058**	**800,529**	**425,478**	**523,278**	**263,352**	**1,041,995**	**172,512**
Durham	164.2	.0675	31.0	14.9	20.1	18.2	23.7	63.6	1,138,280	206,957	104,890	156,985	70,018	285,561	51,241
• Durham	108.4	.0446	30.2	18.2	20.0	14.5	25.9	43.5	1,006,142	204,422	95,913	156,819	52,998	208,437	49,077
Franklin	33.5	.0138	33.3	11.1	16.1	18.5	28.8	11.8	82,005	24,162	5,852	6,524	2,023	14,676	4,864
Orange	85.2	.0350	27.9	24.6	21.6	16.7	18.0	32.1	459,478	125,332	64,681	29,535	22,515	64,188	17,111
• Chapel Hill	35.9	.0148	24.6	38.0	19.1	14.0	14.7	11.5	288,343	63,087	49,646	24,321	[illegible]	43,451	12,513
Wake	365.4	.1503	30.6	14.4	21.2	21.2	19.5	138.1	2,571,295	444,078	250,055	330,234	168,796	677,570	99,296
• Raleigh	191.6	.0788	30.1	18.8	21.2	18.7	20.9	74.3	1,813,945	244,857	192,516	254,428	93,095	[illegible]	58,980
SUBURBAN TOTAL	312.4	.1284	31.4	10.3	20.7	22.7	19.8	116.3	1,142,628	288,163	87,403	87,710	103,033	[illegible]	51,942
WILMINGTON	**115.4**	**.0475**	**32.0**	**11.7**	**18.5**	**19.8**	**24.7**	**44.3**	**951,981**	**164,814**	**89,106**	**138,078**	**53,598**	**244,247**	**27,894**
New Hanover	115.4	.0475	32.0	11.7	18.5	19.8	24.7	44.3	951,981	164,814	89,106	138,078	53,598	244,247	27,894
• Wilmington	49.2	.0202	32.5	13.9	16.7	15.2	30.8	20.5	761,161	122,070	64,722	113,643	51,809	191,324	26,643
SUBURBAN TOTAL	66.2	.0273	31.7	10.0	19.8	23.2	20.3	23.8	190,820	42,744	24,384	24,435	1,789	52,923	1,251
OTHER COUNTIES															
Alleghany	10.1	.0041	36.4	8.5	15.5	20.1	32.0	3.9	34,016	6,473	2,171	1,703	898	6,938	1,987
Anson	26.5	.0109	32.1	9.5	15.9	16.7	28.7	8.9	77,955	21,112	4,916	3,302	4,814	19,321	4,250
Ashe	23.5	.0097	35.2	8.8	15.8	20.8	30.1	9.1	93,388	19,126	4,910	7,175	3,512	26,879	3,060
Avery	15.2	.0062	32.3	12.5	16.8	19.5	25.9	5.3	67,563	18,498	4,281	5,211	1,315	10,097	2,900
Beaufort	43.7	.0180	33.3	9.4	16.0	18.9	28.4	16.1	203,997	50,652	12,417	23,188	7,652	50,839	8,582
Bertie	21.3	.0087	32.4	10.3	14.0	17.2	29.2	7.5	52,626	15,939	2,064	1,395	2,060	17,407	1,761
Bladen	31.7	.0131	31.9	10.0	17.0	18.5	26.1	11.2	88,929	26,811	3,353	6,763	2,844	22,731	4,651
Brunswick	48.6	.0200	32.7	9.5	16.7	19.8	26.3	17.6	186,140	64,671	25,924	14,093	3,843	21,688	7,303
Caldwell	73.1	.0300	32.6	10.2	16.8	22.3	23.6	26.4	346,540	86,454	19,838	24,138	33,791	99,536	15,577
Camden	5.9	.0024	33.8	10.3	14.2	20.4	27.9	2.0	15,355	4,254	1,062	518	558	1,063	124
Carteret	49.7	.0205	33.5	11.1	17.3	19.6	27.9	19.5	305,323	49,674	31,204	30,690	19,260	65,815	9,456
Caswell	22.5	.0092	32.1	10.7	17.2	19.9	25.2	7.2	25,754	9,172	409	2,241	1,128	6,702	1,709
Chatham	36.6	.0150	33.3	9.6	19.6	20.1	26.6	13.9	124,143	34,734	9,293	8,511	4,040	37,153	3,010
Cherokee	20.5	.0085	36.1	8.3	14.7	20.1	31.5	7.8	105,039	30,101	8,745	8,778	9,570	11,694	4,157
Chowan	13.6	.0056	34.2	9.3	15.6	17.5	31.2	5.1	62,335	17,184	3,571	9,523	1,896	13,905	2,514
Clay	7.3	.0030	36.7	8.2	16.3	17.7	34.5	2.7	24,650	3,093	247	694	1,199	10,251	1,095
Cleveland	88.2	.0362	32.7	10.1	16.7	20.3	25.7	31.5	375,503	101,052	34,981	36,939	18,719	90,252	19,341

Reach The 10th Hottest Retail Market In The USA*



with the
LARGEST NEWSPAPER CIRCULATION
in the
Greensboro/Winston-Salem/High Point ADI

	Circulation**	Readership
Sunday	127,543	311,205
Daily	112,435	257,476

Greensboro News & Record
200 East Market Street • Greensboro, North Carolina 27401 • (919) 373-7111
Represented by Branham Newspaper Sales.

*ADWEEK MAGAZINE
**Fas-Fax, March 31, 1986

EASTERN NORTH CAROLINA NEWSPAPER NETWORK

• Jacksonville News • Kinston Free Press • New Bern Sun-Journal
• Washington News • Wilson Times

LARGEST CIRCULATION IN EASTERN NORTH CAROLINA

78,834

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

COVERS 26% OF THE GREENVILLE/NEW BERN/WASHINGTON ADI

N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Columbus	52.6	.0216	32.5	9.9	16.0	20.2	25.8	18.7	244,363	52,418	14,369	18,835	8,909	60,404	11,951
Craven	81.4	.0335	28.0	16.6	18.3	17.4	19.8	28.6	466,778	107,764	34,642	52,982	22,642	144,086	12,723
Currituck	13.6	.0056	33.5	10.1	16.2	19.6	28.0	5.1	29,732	14,335	2,518	502	1,407	689	555
Dare	18.5	.0076	35.0	10.0	18.8	18.6	31.4	7.6	161,286	41,211	32,864	10,517	6,124	12,986	1,665
Duplin	42.0	.0173	32.9	9.9	15.6	19.5	27.2	15.1	146,034	44,496	10,257	8,232	9,385	34,651	6,515
Edgecombe	59.2	.0244	30.9	10.6	17.2	17.8	25.1	20.3	219,325	60,768	12,923	21,302	12,040	48,730	10,152
Gates	9.7	.0040	34.2	10.2	15.2	18.3	30.6	3.2	19,400	5,877	1,167	600	141	7,605	1,110
Graham	7.5	.0031	33.6	9.1	16.1	19.8	27.9	2.5	14,785	5,154	1,166	1,051	565	878	759
Granville	36.9	.0152	33.5	10.1	16.6	20.7	26.7	12.2	119,597	34,580	7,490	8,961	3,584	26,691	10,047
Greene	16.4	.0067	30.8	11.6	17.1	18.0	24.8	5.4	22,133	4,660	1,581	1,632	1,509	5,148	512
Halifax	55.9	.0230	32.5	10.1	15.6	17.8	28.3	19.5	333,071	68,960	23,456	48,506	30,822	57,461	13,118
Harnett	64.2	.0264	30.6	14.4	16.0	18.6	24.4	22.6	248,426	59,128	22,344	24,115	11,082	37,975	14,889
Haywood	49.0	.0201	36.4	8.8	15.3	21.4	30.8	18.9	309,158	59,197	22,721	12,704	12,151	100,557	12,745
Henderson	69.5	.0286	37.7	8.0	15.1	19.4	34.3	28.1	490,432	85,261	36,836	25,082	16,898	165,047	16,446
Hertford	23.9	.0098	32.0	12.2	14.9	17.5	28.1	8.2	109,381	27,166	9,806	15,235	6,624	21,352	4,621
Hoke	22.8	.0094	27.8	13.5	16.9	17.6	20.4	6.9	32,524	12,241	[illegible]	3,538	1,821	6,077	1,930
Hyde	5.9	.0024	33.2	10.6	15.0	16.8	30.5	2.1	13,320	5,511	[illegible]	[illegible]	484	698	354
Iredell	89.1	.0367	33.7	9.7	16.5	20.7	27.1	32.9	474,363	112,378	42,294	48,049	21,022	110,434	21,583
Jackson	27.3	.0112	30.1	19.9	15.4	18.3	24.2	9.5	128,380	34,413	12,470	12,528	5,317	28,887	7,814
Johnston	78.9	.0324	33.3	9.5	17.1	20.6	26.5	29.5	439,926	88,041	35,202	21,109	36,604	99,820	16,996
Jones	9.7	.0040	32.0	10.8	15.7	17.7	27.6	3.2	21,801	2,825	797	3,251	534	6,455	228
Lee	42.0	.0173	32.3	10.5	17.4	20.6	24.6	15.2	276,723	71,494	21,126	17,991	9,556	78,766	8,972
Lenoir	60.9	.0250	32.4	10.3	16.6	19.7	26.0	22.2	345,828	75,807	24,690	43,104	17,777	83,972	13,224
McDowell	36.5	.0150	33.6	9.4	16.3	20.9	26.8	13.3	160,780	40,756	13,357	13,473	5,195	42,737	7,326
Macon	23.4	.0096	39.1	7.8	14.5	19.7	36.1	9.5	129,544	26,742	10,859	13,746	6,328	11,306	5,491
Madison	17.4	.0072	34.4	12.6	15.1	19.3	29.8	6.4	34,631	6,174	2,070	1,400	1,619	9,018	2,115
Martin	27.6	.0113	32.5	10.0	16.1	18.7	27.3	9.4	101,646	25,796	11,605	14,225	5,300	19,628	3,983
Mitchell	14.8	.0061	36.9	9.2	15.3	21.0	31.7	5.4	52,966	9,167	4,081	1,173	3,868	20,247	2,735
Montgomery	23.9	.0098	32.9	10.1	16.4	18.6	28.0	8.6	76,245	19,045	6,999	3,217	4,034	17,103	4,552
Moore	57.5	.0236	35.2	9.9	15.3	18.3	32.0	22.5	254,362	63,665	20,151	14,406	9,408	78,292	10,127
Nash	72.2	.0297	32.3	10.2	17.5	19.4	25.9	26.7	500,269	97,258	56,629	59,689	23,127	106,944	19,182
Rocky Mount	47.6	.0196	32.7	9.4	17.7	17.9	28.0	18.5	458,195	92,863	47,554	57,852	23,874	89,234	20,449
Northampton	22.6	.0093	33.6	10.3	15.3	17.9	30.0	7.6	43,599	13,984	3,079	1,024	304	6,396	1,271
Pamlico	11.3	.0047	34.5	9.5	15.3	18.7	30.5	4.0	45,237	11,021	2,984	1,244	447	19,717	926
Pasquotank	30.9	.0127	31.4	14.3	15.7	17.4	26.9	11.3	230,597	31,258	15,750	24,751	13,497	58,085	9,933
Pender	25.6	.0105	33.2	9.0	16.3	19.0	28.1	9.0	62,188	27,228	2,842	2,302	1,000	8,109	2,369
Perquimans	10.5	.0043	35.8	9.9	13.8	18.2	32.8	4.0	21,007	3,574	1,853	757	402	8,471	338
Person	30.4	.0125	32.9	10.3	16.8	19.1	27.3	10.9	130,294	31,763	7,160	7,725	6,815	37,999	7,388
Pitt	96.8	.0398	28.5	19.4	18.0	17.0	21.4	36.8	576,393	98,720	54,540	54,843	35,310	166,924	13,581
Polk	14.5	.0060	40.6	7.7	13.7	18.4	38.9	5.7	38,921	9,017	3,097	1,130	1,404	10,656	2,587
Richmond	47.7	.0197	32.9	10.2	15.8	18.4	28.2	17.4	221,099	51,456	15,917	20,238	12,133	58,323	11,306
Robeson	108.8	.0447	29.0	11.1	16.6	17.7	22.3	35.0	451,109	87,435	31,969	25,150	29,363	92,470	16,011
Rockingham	87.6	.0360	33.6	9.9	16.7	19.9	27.7	32.7	416,830	116,520	34,718	42,965	33,557	62,415	19,313
Rutherford	56.6	.0232	34.6	9.0	15.6	19.7	29.7	21.4	318,552	73,134	21,739	22,908	16,618	94,534	14,376
Sampson	51.8	.0213	33.1	9.8	15.9	19.4	27.5	18.5	175,467	41,720	9,528	20,139	11,977	39,443	8,555
Scotland	34.8	.0143	29.6	11.6	17.4	18.1	22.5	11.6	180,165	54,144	15,109	22,624	7,689	38,226	4,448
Stanly	52.1	.0215	34.5	10.2	16.0	20.1	29.0	19.4	222,373	53,473	16,942	15,237	9,626	55,546	11,548
Surry	62.9	.0259	34.5	9.5	16.0	20.8	28.4	23.6	417,350	78,427	24,042	29,295	22,145	100,539	20,017
Swain	10.8	.0044	34.3	9.7	14.9	19.4	29.5	4.0	54,508	15,727	9,501	2,730	1,486	7,184	1,665
Transylvania	26.1	.0108	34.3	10.7	15.5	20.4	28.5	9.7	98,258	26,577	7,940	8,003	3,043	21,721	4,878
Tyrrell	4.0	.0016	34.8	10.1	13.3	17.2	32.5	1.4	6,116	1,312	133	148	61	790	
Vance	39.2	.0161	32.2	9.8	16.6	18.3	27.1	13.8	218,935	45,481	15,982	26,547	11,875	52,743	7,775
Warren	16.6	.0068	34.0	9.8	14.5	16.3	32.3	5.6	46,354	15,918	2,050	2,399	4,164	7,633	2,465
Washington	15.2	.0062	30.7	10.6	17.1	18.3	24.3	5.1	41,891	12,940	3,184	3,699	2,802	8,599	2,283
Watauga	34.4	.0142	28.3	25.1	16.1	17.3	22.0	12.4	246,858	47,770	28,274	15,283	15,665	55,171	8,747
Wayne	100.9	.0415	30.2	12.9	17.7	19.9	21.7	35.8	525,569	96,341	37,840	63,795	25,494	152,307	16,924
Wilkes	62.8	.0258	32.9	10.2	17.5	21.4	25.0	23.2	279,244	54,538	18,323	20,540	6,148	72,063	10,507
Wilson	65.0	.0267	31.7	11.4	17.0	19.1	25.3	23.6	394,693	71,359	31,792	53,042	16,044	106,031	16,288
Yancey	15.7	.0065	34.9	8.7	16.7	19.9	29.9	5.7	42,992	14,204	2,936	2,734	560	8,151	2,876
TOTAL METRO COUNTIES	**3,502.8**	**1.4402**	**31.3**	**13.2**	**18.6**	**20.3**	**22.9**	**1,300.4**	**22,840,457**	**4,413,914**	**2,099,786**	**2,626,414**	**1,385,083**	**5,933,089**	**776,241**
TOTAL STATE	**6,386.6**	**2.6259**	**31.8**	**12.2**	**17.6**	**19.8**	**24.6**	**2,344.6**	**36,513,521**	**7,520,153**	**3,189,034**	**3,825,260**	**2,087,693**	**9,340,250**	**1,330,513**

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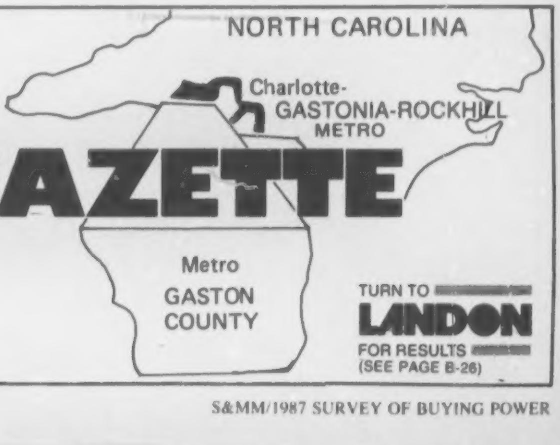

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

N.C.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ASHEVILLE	**1,846,672**	**20,483**	**27.2**	**28.9**	**13.5**	**8.7**	**.0710**
Buncombe	1,846,672	20,483	27.2	28.9	13.5	8.7	.0710
• Asheville	663,497	17,968	28.5	25.3	11.2	8.3	.0343
SUBURBAN TOTAL	1,183,175	22,003	26.3	31.3	15.0	8.9	.0367
BURLINGTON	**1,139,801**	**22,635**	**25.2**	**30.3**	**16.1**	**9.6**	**.0448**
Alamance	1,139,801	22,635	25.2	30.3	16.1	9.6	.0448
• Burlington	453,196	21,822	25.3	28.7	14.9	10.5	.0231
SUBURBAN TOTAL	686,605	23,162	25.1	31.4	16.9	9.1	.0217

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTE - GASTONIA - ROCK HILL	**12,581,192**	**24,484**	**23.5**	**30.3**	**17.4**	**12.4**	**.4433**
Cabarrus	1,065,792	24,432	23.7	31.0	17.8	11.0	.0371
• Kannapolis	355,189	22,035	26.3	31.9	15.1	7.9	.0132
Gaston	1,946,549	24,465	23.2	31.7	17.9	11.0	.0668
• Gastonia	638,119	22,473	24.8	27.9	15.1	12.3	.0291
Lincoln	516,123	23,980	23.4	34.1	16.7	9.9	.0160
Mecklenburg	5,791,131	25,332	23.0	28.2	17.8	15.1	.2090
• Charlotte	4,474,716	24,129	24.1	28.4	16.4	14.4	.1703

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*S&MM 1986 Survey of Buying Power
**1985 Newspaper Ratings Study

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MULTIMEDIA NEWSPAPERS

N.C. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Rowan	1,137,317	22,507	25.7	33.0	15.3	8.2	.0411
Union	803,959	23,220	24.3	32.5	16.6	8.7	.0274
York, S. C.	*1,320,321*	*24,675*	*22.6*	*30.8*	*18.0*	*11.7*	*.0459*
• Rock Hill	*389,689*	*20,985*	*26.1*	*28.9*	*15.0*	*8.4*	*.0181*
SUBURBAN TOTAL	6,723,479	25,301	22.5	31.8	18.7	11.6	.2126
FAYETTEVILLE	**2,520,326**	**20,113**	**30.3**	**29.0**	**13.3**	**8.0**	**.0929**
Cumberland	2,520,326	20,113	30.3	29.0	13.3	8.0	.0929
• Fayetteville	746,072	18,956	26.5	23.6	12.7	11.4	.0376
SUBURBAN TOTAL	1,774,254	20,536	32.0	31.5	13.7	6.3	.0553
GREENSBORO - WINSTON-SALEM - HIGH POINT	**10,765,310**	**23,412**	**24.4**	**29.3**	**16.0**	**12.4**	**.3739**
Davidson	1,318,677	22,697	25.7	31.6	15.6	9.5	.0424
Davie	298,336	22,653	24.7	30.1	15.5	10.3	.0089
Forsyth	3,370,709	24,680	22.7	27.6	16.9	15.0	.1201
• Winston-Salem	1,832,014	20,924	25.3	25.7	12.8	13.6	.0763
Guilford	4,039,014	23,407	24.7	28.5	15.8	13.4	.1476
• Greensboro	2,222,193	22,695	25.6	27.9	14.6	13.7	.0899
• High Point	739,834	19,956	27.9	27.0	12.7	10.2	.0311
Randolph	1,037,393	21,944	27.1	33.6	14.1	7.6	.0338
Stokes	394,591	24,955	21.5	31.2	18.6	10.7	.0112
Yadkin	306,590	21,206	24.9	28.1	15.5	8.8	.0099
SUBURBAN TOTAL	5,971,269	24,918	23.1	31.4	17.9	11.8	.1766
HICKORY	**2,377,809**	**22,719**	**26.6**	**33.2**	**15.2**	**8.7**	**.0833**
Alexander	265,810	21,529	27.6	33.7	14.3	6.2	.0082
Burke	761,529	20,550	29.8	32.8	12.9	5.9	.0247
Catawba	1,350,470	24,694	24.4	33.2	16.9	11.2	.0504
• Hickory	329,545	21,157	27.8	27.9	10.9	13.9	.0181
SUBURBAN TOTAL	2,048,264	22,927	26.6	33.7	15.8	8.0	.0652
JACKSONVILLE	**997,935**	**15,915**	**38.3**	**25.2**	**8.1**	**3.7**	**.0390**
Onslow	997,935	15,915	38.3	25.2	8.1	3.7	.0390
• Jacksonville	245,223	18,981	32.7	29.9	11.9	5.2	.0155
SUBURBAN TOTAL	752,712	14,886	40.2	23.5	6.7	3.1	.0235
RALEIGH - DURHAM	**8,476,044**	**26,013**	**22.3**	**27.0**	**17.6**	**17.2**	**.2818**
Durham	2,172,152	25,151	22.3	25.7	17.1	17.5	.0731
• Durham	1,341,236	21,252	25.8	25.9	13.8	13.1	.0519
Franklin	291,677	18,238	27.3	26.2	12.4	7.2	.0092
Orange	995,767	21,129	26.6	26.2	13.1	13.3	.0330
• Chapel Hill	423,522	22,105	26.0	21.8	12.1	20.3	.0159
Wake	5,016,448	28,472	20.5	27.8	19.3	18.9	.1665
• Raleigh	2,647,755	25,921	22.9	26.6	16.5	18.6	.0970
SUBURBAN TOTAL	4,063,531	28,478	19.8	28.1	20.2	17.6	.1170
WILMINGTON	**1,218,118**	**20,593**	**24.9**	**28.4**	**13.7**	**9.2**	**.0493**
New Hanover	1,218,118	20,593	24.9	28.4	13.7	9.2	.0493
• Wilmington	460,574	14,525	28.6	21.4	7.7	7.1	.0272
SUBURBAN TOTAL	757,544	25,787	21.9	34.5	18.9	10.9	.0221
OTHER COUNTIES							
Alleghany	84,312	15,791	32.4	26.8	5.1	5.7	.0030
Anson	195,001	16,621	29.5	27.2	9.1	4.3	.0070
Ashe	203,057	16,422	30.8	27.2	8.8	4.5	.0073
Avery	115,022	15,669	35.0	24.6	8.8	3.7	.0045
Beaufort	381,906	17,374	28.3	26.2	10.5	6.6	.0141
Bertie	173,082	15,795	28.6	25.0	9.1	6.0	.0058
Bladen	237,011	15,304	30.7	23.4	9.0	4.1	.0084
Brunswick	430,730	18,691	25.6	28.8	12.0	6.3	.0150
Caldwell	723,075	21,937	27.2	34.5	13.4	7.1	.0252
Camden	50,410	20,467	22.5	32.0	11.0	8.0	.0016
Carteret	503,104	19,410	29.0	28.2	13.7	6.5	.0187
Caswell	155,253	16,413	30.0	28.1	8.8	3.1	.0050
Chatham	357,766	20,683	27.4	32.6	13.5	5.9	.0116
Cherokee	171,046	15,699	34.0	23.6	9.4	4.7	.0066
Chowan	125,621	17,161	30.1	25.3	10.8	6.7	.0046
Clay	59,119	16,043	32.8	24.1	7.2	6.2	.0020
Cleveland	877,208	22,057	24.9	31.5	15.5	8.0	.0297
Columbus	452,145	16,940	28.3	24.0	10.8	7.8	.0168
Craven	772,773	18,700	28.8	26.7	12.4	7.5	.0292
Currituck	128,315	19,229	26.5	27.8	11.7	8.4	.0038
Dare	212,892	20,032	31.4	29.1	12.0	9.0	.0084
Duplin	330,826	16,169	28.9	25.9	8.9	5.0	.0120
Edgecombe	516,337	19,722	25.2	29.3	13.2	6.9	.0179

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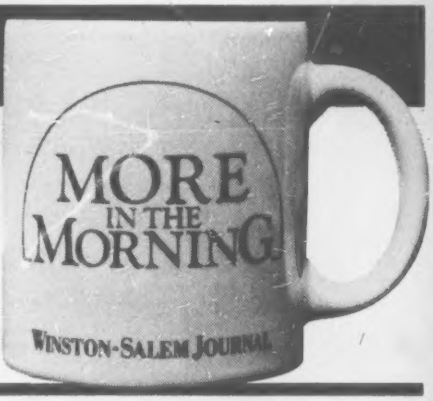

NORTH CAROLINA
WILMINGTON

WILMINGTON: A MARKET WITH SPENDING POWER

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NYT THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Source: Sales & Marketing Management, 1987 Survey of Buying Power; N.C. Alcoholic Beverage Control Board, 1986; Belden Associates, 1986

N.C. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Gates	72,747	17,474	26.3	29.4	11.1	3.3	.0024
Graham	48,284	14,826	33.0	26.1	5.2	2.7	.0017
Granville	324,143	19,997	26.3	29.4	13.3	7.4	.0109
Greene	133,649	17,392	29.8	25.9	10.6	7.1	.0040
Halifax	448,876	15,851	26.6	24.0	10.1	6.3	.0189
Harnett	538,751	17,443	30.9	27.2	10.9	5.0	.0194
Haywood	527,578	21,207	25.8	27.1	16.0	9.7	.0191
Henderson	799,795	21,694	25.8	29.4	14.5	10.2	.0291
Hertford	204,638	18,036	26.5	25.9	11.9	7.6	.0077
Hoke	182,949	20,073	27.2	28.5	14.0	7.6	.0056
Hyde	41,006	13,870	31.6	22.3	6.4	4.0	.0013
Iredell	918,371	21,863	26.5	31.5	15.4	7.8	.0325
Jackson	233,078	16,849	31.1	25.9	9.5	5.8	.0087
Johnston	671,814	17,254	28.6	28.6	9.2	4.9	.0267
Jones	66,363	15,538	30.9	25.9	8.3	3.6	.0024
Lee	418,126	20,392	27.7	29.2	13.1	8.7	.0161
Lenoir	550,818	18,493	28.1	28.1	11.7	6.6	.0213
McDowell	340,113	20,724	27.1	33.0	13.8	5.1	.0120
Macon	213,092	15,715	34.1	24.5	7.3	5.1	.0081
Madison	150,791	15,660	30.0	24.3	8.6	5.3	.0046
Martin	219,489	17,299	29.0	26.5	10.6	6.0	.0081
Mitchell	126,492	18,292	29.3	27.6	14.2	3.7	.0044
Montgomery	207,172	19,009	28.3	31.3	10.9	5.2	.0070
Moore	643,529	20,822	26.4	29.7	11.8	10.4	.0207
Nash	716,058	19,398	26.1	27.2	13.3	8.2	.0281
Rocky Mount	495,190	19,406	25.1	26.5	13.2	9.0	.0215
Northampton	160,648	13,899	31.4	21.1	7.2	4.6	.0054
Pamlico	88,958	16,643	26.3	27.0	9.6	5.2	.0035
Pasquotank	254,867	16,393	29.5	25.2	10.5	4.6	.0113
Pender	190,433	15,270	29.7	25.0	8.3	4.9	.0066
Perquimans	71,294	13,305	32.7	21.0	7.0	1.7	.0025
Person	276,288	19,596	27.3	29.9	12.8	6.2	.0098
Pitt	915,579	17,505	27.2	24.9	11.7	7.2	.0350
Polk	165,271	20,754	27.2	25.4	13.6	12.6	.0048
Richmond	429,536	18,998	27.1	29.3	11.9	6.2	.0156
Robeson	833,094	17,306	29.5	27.3	10.0	5.6	.0319
Rockingham	930,576	21,995	24.9	29.4	15.4	9.8	.0313
Rutherford	560,322	20,354	26.7	29.9	13.9	7.1	.0205
Sampson	398,238	15,828	31.3	25.4	9.1	4.0	.0146
Scotland	326,408	21,336	24.2	28.4	15.7	8.7	.0119
Stanly	553,215	22,447	24.8	32.3	14.7	9.2	.0181
Surry	623,109	19,963	27.9	29.5	13.2	7.2	.0240
Swain	69,074	13,161	36.7	19.0	3.8	2.4	.0032
Transylvania	288,858	23,892	21.4	31.1	16.6	10.9	.0090
Tyrrell	28,792	16,523	26.9	28.4	8.3	4.1	.0010
Vance	346,237	18,172	28.8	27.7	10.7	7.3	.0134
Warren	113,542	14,269	30.4	24.4	5.9	3.7	.0041
Washington	136,286	19,872	24.2	25.9	14.3	9.6	.0045
Watauga	307,128	16,260	28.6	24.0	9.0	8.0	.0129
Wayne	882,860	18,131	29.9	27.5	11.4	5.9	.0338
Wilkes	614,411	20,061	28.2	31.4	11.3	7.4	.0212
Wilson	618,508	19,135	27.5	27.6	13.1	7.2	.0237
Yancey	117,376	15,792	32.4	27.3	6.6	3.0	.0041
TOTAL METRO COUNTIES	**40,602,886**	**23,249**	**24.8**	**29.2**	**16.0**	**12.2**	**1.4334**
TOTAL STATE	**66,957,529**	**21,141**	**26.2**	**28.7**	**14.2**	**9.8**	**2.3901**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

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NORTH DAKOTA

N.D. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**92.3**	**.0380**	**29.5**	**12.7**	**19.4**	**18.3**	**21.2**	**32.7**	**615,092**	**100,177**	**50,160**	**97,489**	**27,542**	**184,748**	**16,229**
Burleigh	64.2	.0264	29.4	13.5	20.2	18.7	20.0	23.0	492,362	75,742	39,585	96,600	24,363	137,123	14,990
• Bismarck	50.8	.0209	29.6	13.8	20.3	18.3	20.8	19.1	478,348	72,814	38,029	95,145	23,605	134,902	14,763
Morton	28.1	.0116	30.0	10.9	17.4	17.3	23.9	9.7	122,730	24,435	10,575	889	3,179	47,625	1,239
SUBURBAN TOTAL	41.5	.0171	29.4	11.4	18.2	18.3	21.5	13.6	136,744	27,363	12,131	2,344	3,937	49,846	1,466
FARGO - MOORHEAD	**150.0**	**.0616**	**28.9**	**18.4**	**19.3**	**16.5**	**21.7**	**55.1**	**1,050,224**	**162,727**	**96,420**	**135,195**	**47,143**	**295,581**	**21,334**
Cass	100.7	.0414	29.3	16.8	21.1	16.7	21.2	38.0	787,864	94,714	67,778	122,559	29,366	247,262	12,967
• Fargo	69.3	.0285	29.1	20.0	21.1	15.7	21.8	27.2	714,030	80,859	60,212	120,943	28,175	230,523	11,865
Clay, Minn.	*49.3*	*.0202*	*27.9*	*21.6*	*15.5*	*16.2*	*22.7*	*17.1*	*262,360*	*68,013*	*28,642*	*12,636*	*17,777*	*48,319*	*8,367*
• Moorhead	*29.4*	*.0121*	*25.4*	*29.4*	*15.0*	*14.2*	*21.4*	*10.1*	*204,727*	*59,142*	*22,600*	*9,715*	*15,408*	*37,405*	*7,523*
SUBURBAN TOTAL	51.3	.0210	30.2	10.0	19.1	19.0	21.9	17.8	131,467	22,726	13,608	4,537	3,560	27,653	1,946
GRAND FORKS	**70.6**	**.0290**	**26.4**	**21.3**	**20.3**	**15.1**	**17.5**	**23.9**	**484,430**	**61,156**	**31,050**	**108,753**	**30,070**	**143,971**	**6,207**
Grand Forks	70.6	.0290	26.4	21.3	20.3	15.1	17.5	23.9	484,430	61,156	31,050	108,753	30,070	143,971	6,207
• Grand Forks	45.4	.0187	26.8	23.5	19.7	15.0	18.8	16.3	452,413	55,648	28,223	107,211	29,550	132,105	5,419
SUBURBAN TOTAL	25.2	.0103	25.8	17.2	21.2	15.1	15.3	7.6	32,017	5,508	2,827	1,542	520	11,866	788
OTHER COUNTIES															
Adams	3.7	.0015	35.3	8.6	15.2	17.8	32.7	1.3	21,954	8,636	1,717	2,083		3,095	1,242
Barnes	13.4	.0055	34.2	13.1	14.2	15.6	33.3	5.0	89,942	16,323	5,100	6,659	2,605	32,308	2,856
Benson	8.1	.0034	31.4	8.5	12.9	15.6	29.8	2.5	8,254	2,934	1,255	128	252	740	156
Billings	1.2	.0005	30.7	10.0	14.5	18.3	25.4	.4	1,988	665	896				
Bottineau	9.3	.0038	35.2	10.0	14.0	16.4	33.7	3.2	41,501	6,679	3,400	1,047	2,187	12,669	1,203
Bowman	4.4	.0018	32.3	9.5	15.0	18.2	27.8	1.6	20,794	5,204	1,973	815	617	6,786	1,115
Burke	3.6	.0015	40.8	6.6	12.1	17.4	39.4	1.4	12,577	1,999	1,282	360	353	3,963	306
Cavalier	7.3	.0030	36.4	7.8	13.5	18.1	33.6	2.6	31,318	7,476	1,987	502	1,789	7,346	1,134
Dickey	7.4	.0030	34.6	9.9	14.2	16.4	33.0	2.5	35,046	7,849	3,504	995	1,169	9,940	2,046
Divide	3.3	.0014	42.1	6.8	12.4	16.3	41.4	1.2	11,534	2,698	945	585		2,869	261
Dunn	4.9	.0020	31.9	10.0	14.7	17.8	27.6	1.6	12,207	3,392	849		56	6,270	158
Eddy	3.0	.0012	39.8	7.7	12.6	15.5	39.6	1.3	13,744	2,980	618	142	229	4,563	378
Emmons	5.7	.0024	36.8	7.0	10.7	18.2	34.0	2.0	28,687	7,589	1,439	602	517	9,853	533
Foster	4.6	.0019	34.9	8.8	13.3	17.0	32.9	1.6	34,296	5,397	1,912	631	442	12,576	927
Golden Valley	2.5	.0010	35.0	7.8	13.7	16.4	33.6	.9	19,840	2,958	1,552	144	425	8,375	115
Grant	4.2	.0017	35.5	7.1	13.7	17.5	33.1	1.5	14,957	2,825	912		79	6,528	520
Griggs	3.6	.0015	40.0	7.3	14.4	15.0	40.1	1.4	9,904	3,902	603	390		2,094	257
Hettinger	4.2	.0017	36.6	8.0	13.3	17.6	34.2	1.5	21,106	5,357	1,478	534	72	10,570	962
Kidder	3.8	.0016	35.8	7.6	12.7	18.6	32.4	1.4	6,602	1,231	436		112	992	180
La Moure	6.3	.0026	37.4	7.8	12.6	16.7	36.1	2.3	17,719	4,746	1,597	283	76	4,490	509
Logan	3.3	.0014	39.9	7.2	10.2	18.8	37.3	1.2	17,734	2,949	704		389	10,036	270
McHenry	7.5	.0030	37.4	7.6	12.8	17.3	35.5	2.8	16,511	4,021	1,491	49	211	4,027	636
McIntosh	4.6	.0019	45.7	6.5	9.6	18.3	44.4	1.9	25,388	7,080	1,861	152	541	9,570	741
McKenzie	8.3	.0034	30.0	10.8	16.6	17.3	24.3	2.7	39,483	13,519	4,071		557	6,688	1,345
McLean	13.2	.0055	33.1	8.4	16.0	16.9	30.1	4.6	51,852	16,300	3,820	466	1,300	7,537	1,250
Mercer	14.2	.0058	30.4	10.8	18.8	18.1	23.3	5.1	56,444	14,696	5,983	1,423	1,658	14,377	2,088
Mountrail	8.0	.0033	34.2	8.1	14.5	16.9	31.9	2.9	32,800	8,863	2,637	678	608	10,454	1,686
Nelson	5.2	.0021	43.1	6.4	11.6	17.0	42.7	2.0	36,839	6,630	2,518	1,052	176	6,342	750
Oliver	2.7	.0011	30.1	9.7	17.7	18.9	22.5	.8	1,931	649	519				
Pembina	10.5	.0043	35.1	7.9	15.3	16.9	33.1	3.7	48,859	11,273	3,569	584	430	19,712	1,582
Pierce	6.1	.0025	35.8	8.6	12.0	17.6	33.5	2.0	47,824	8,459	3,110	2,632	912	19,587	1,009
Ramsey	13.4	.0055	33.6	10.3	15.0	16.3	31.6	5.0	105,532	19,224	7,972	5,550	4,060	33,489	4,065
Ransom	6.7	.0028	37.0	7.2	14.4	16.2	36.0	2.4	31,364	7,523	3,483	313	1,393	6,830	1,459
Renville	3.6	.0015	36.2	7.1	13.7	18.8	32.8	1.3	12,562	3,706	584		164	1,365	438
Richland	20.1	.0082	30.8	17.7	14.5	14.8	29.1	6.9	93,900	19,126	4,532	9,214	8,046	24,262	1,487
Rolette	13.1	.0054	26.4	10.3	14.2	16.5	21.3	3.7	42,038	14,489	1,578	772	528	13,888	1,064
Sargent	5.3	.0022	33.8	8.6	15.4	17.0	31.2	2.0	12,493	3,173	1,478	945	206	1,845	301
Sheridan	2.8	.0012	39.7	7.3	12.1	19.4	36.6	1.0	3,975	560	226		181	1,259	113

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N.D. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sioux	3.9	.0016	23.5	10.4	14.8	17.4	15.6	.9	6,499	2,054	433	929		113	
Slope	1.2	.0005	32.7	9.5	13.9	17.2	29.6	.4	1,612	115	955				
Stark	26.1	.0107	28.0	15.5	17.8	15.7	21.8	8.9	246,979	36,882	13,632	13,335	11,048	101,961	5,688
Steele	2.9	.0012	37.5	7.4	13.4	18.9	34.4	1.1	8,987	449	443	673		6,576	
Stutsman	25.0	.0103	32.6	11.3	16.8	17.6	28.4	9.2	164,123	30,958	14,250	7,988	7,424	50,801	3,952
Towner	4.2	.0017	38.8	8.2	12.7	16.2	37.9	1.6	21,092	4,282	1,636	209		9,161	953
Traill	9.7	.0040	36.2	11.9	12.8	15.7	35.6	3.5	36,821	4,703	3,564	356	834	17,634	1,768
Walsh	15.6	.0064	35.7	8.3	15.2	17.6	33.2	5.6	100,314	18,216	4,807	9,007	3,530	37,787	2,063
Ward	61.9	.0254	28.1	15.3	19.1	17.1	19.7	21.5	445,709	60,647	29,817	67,010	31,710	137,140	9,766
Wells	7.0	.0029	39.1	7.4	12.0	17.4	37.5	2.7	41,624	8,888	3,126	1,726	1,205	16,049	1,343
Williams	27.0	.0111	30.0	13.3	18.1	16.8	24.2	10.2	237,203	48,230	14,860	11,490	18,329	69,759	9,001
TOTAL METRO COUNTIES	**263.6**	**.1084**	**28.6**	**16.6**	**20.2**	**16.8**	**20.2**	**94.6**	**1,887,386**	**256,047**	**148,988**	**328,801**	**86,978**	**575,981**	**35,403**
TOTAL STATE	**701.2**	**.2883**	**30.7**	**13.1**	**17.2**	**16.9**	**25.7**	**249.4**	**4,329,848**	**734,551**	**320,102**	**481,254**	**193,404**	**1,360,257**	**105,079**

N.D.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BISMARCK	**1,108,602**	**25,902**	**22.1**	**28.2**	**18.6**	**14.7**	**.0387**
Burleigh	861,948	29,311	20.2	27.0	20.7	18.6	.0297
• Bismarck	719,593	29,674	20.0	26.8	20.9	19.1	.0260
Morton	246,654	19,934	26.4	30.8	13.6	5.4	.0090
SUBURBAN TOTAL	389,009	21,730	24.9	30.3	15.2	8.5	.0127
FARGO - MOORHEAD	**1,834,762**	**24,985**	**22.8**	**28.8**	**18.2**	**13.1**	**.0644**
Cass	1,329,360	26,471	21.7	28.1	19.5	14.9	.0465
• Fargo	946,560	25,669	22.5	27.1	19.0	14.6	.0361
Clay, Minn.	*505,402*	*22,159*	*25.1*	*30.5*	*15.5*	*9.1*	[illegible]
• Moorhead	*306,777*	*21,904*	*25.5*	*29.5*	*15.4*	*9.6*	[illegible]
SUBURBAN TOTAL	581,425	25,925	21.5	31.1	18.7	12.9	.0166
GRAND FORKS	**1,003,237**	**29,301**	**20.7**	**26.3**	**18.2**	**22.8**	**.0325**
Grand Forks	1,003,237	29,301	20.7	26.3	18.2	22.8	.0325
• Grand Forks	689,115	30,337	19.8	23.5	18.2	24.8	.0245
SUBURBAN TOTAL	314,122	27,603	22.7	32.0	18.1	18.5	.0080
OTHER COUNTIES							
Adams	31,340	18,568	26.7	29.9	10.5	5.7	.0013
Barnes	138,054	19,831	26.7	28.0	12.8	8.7	[illegible]
Benson	64,704	18,986	28.7	28.4	11.3	7.4	.0019
Billings	15,584	[illegible]	26.0	20.8	14.2	24.0	.0004
Bottineau	101,286	[illegible]	26.7	26.2	14.7	13.8	.0032
Bowman	55,840	24,500	23.5	23.9	16.3	18.4	.0018
Burke	38,171	20,187	26.5	25.9	15.1	9.4	.0012
Cavalier	71,626	20,290	26.3	30.0	11.9	8.9	.0025
Dickey	63,959	17,476	28.8	26.0	9.8	8.0	.0024
Divide	39,319	24,346	21.4	29.0	15.5	15.7	.0012
Dunn	40,492	16,904	34.8	21.7	11.9	7.6	.0013
Eddy	29,323	16,609	33.3	26.0	9.0	4.2	.0010
Emmons	42,484	14,328	29.6	21.1	7.3	5.6	.0017
Foster	51,746	22,472	28.2	32.1	10.6	12.9	.0020
Golden Valley	28,014	22,050	25.7	25.7	15.8	13.2	.0011
Grant	26,280	11,807	29.9	19.0	4.7	3.4	.0012
Griggs	38,408	20,462	27.6	27.5	15.0	8.8	.0011
Hettinger	36,500	17,214	32.7	25.7	8.7	7.3	.0013
Kidder	26,354	13,295	32.6	19.1	4.6	5.4	.0008
La Moure	58,915	18,677	29.6	26.9	11.8	7.4	.0019
Logan	24,835	14,000	31.8	20.9	6.8	5.4	.0012
McHenry	64,691	17,162	26.8	26.2	10.5	5.6	.0019
McIntosh	33,857	11,932	29.8	18.4	6.3	3.1	.0015
McKenzie	106,205	29,093	20.0	26.0	18.2	22.9	.0033
McLean	164,240	26,987	21.8	24.0	19.9	18.3	.0049
Mercer	180,748	29,103	18.0	27.8	22.7	16.0	.0053
Mountrail	87,197	22,079	25.6	27.5	14.7	12.4	.0028
Nelson	49,598	17,680	26.9	25.7	12.1	6.6	.0019
Oliver	20,948	21,071	26.3	30.9	15.8	5.4	.0008
Pembina	116,909	22,804	24.5	28.7	15.0	13.1	.0036
Pierce	48,778	17,017	32.8	24.9	10.0	7.1	.0023
Ramsey	158,383	23,474	23.9	28.2	16.0	13.4	.0060
Ransom	72,104	22,642	26.0	28.6	17.2	10.4	.0024
Renville	40,821	23,400	25.1	29.2	15.4	13.5	.0013
Richland	233,921	24,600	23.6	30.1	15.6	14.3	.0074
Rolette	97,924	17,786	26.6	24.5	12.6	8.4	.0035
Sargent	51,667	19,700	29.3	29.4	13.2	6.5	.0016
Sheridan	27,890	20,885	24.2	29.6	13.3	9.4	.0009
Sioux	20,928	15,957	29.5	24.1	10.3	6.3	.0007
Slope	9,031	16,455	29.7	23.1	9.4	7.3	.0003
Stark	331,949	28,335	19.2	26.5	18.2	20.8	.0126
Steele	30,456	20,833	25.4	29.3	12.0	11.1	.0011
Stutsman	294,299	23,382	23.0	28.6	16.6	12.8	.0103
Towner	47,471	22,316	23.0	28.4	15.6	11.1	.0016
Traill	109,170	22,961	23.9	29.1	15.2	12.5	.0033
Walsh	164,873	21,400	24.1	28.1	13.6	11.6	.0062
Ward	721,559	24,295	25.6	29.1	16.9	13.6	.0261
Wells	73,947	19,754	26.6	26.1	13.3	10.0	.0027
Williams	383,713	29,878	18.4	28.1	20.8	19.1	.0135
TOTAL METRO COUNTIES	**3,441,199**	**26,921**	**21.5**	**27.8**	**18.8**	**16.8**	**.1177**
TOTAL STATE	**8,207,710**	**23,915**	**23.6**	**27.4**	**16.5**	**14.2**	**.2833**

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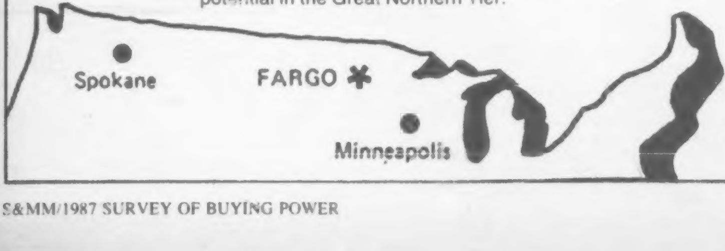

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The Forum
Represented nationally by CWO&O

OHIO

OHIO S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	648.5	.2666	32.1	12.2	17.5	19.0	25.9	242.4	3,808,456	791,303	405,947	465,810	140,513	860,260	147,287
Portage	139.5	.0573	28.8	16.4	18.3	19.2	19.4	48.2	588,192	128,234	62,184	49,717	13,815	164,938	17,980
• Kent	28.4	.0117	21.2	37.2	20.1	11.2	14.5	10.1	206,124	31,962	25,926	30,028	3,899	75,088	3,699
Summit	509.0	.2093	33.1	11.0	17.3	18.9	27.8	194.2	3,220,264	663,069	343,763	416,093	126,698	695,322	129,307
• Akron	224.7	.0924	32.5	12.5	17.5	15.9	29.8	90.6	1,502,791	270,386	165,976	273,717	61,677	301,983	58,352
• Barberton	28.1	.0116	33.2	11.2	16.9	16.1	30.9	11.1	143,603	33,525	17,714	17,930	2,451	33,019	7,487
Cuyahoga Falls	42.1	.0173	33.3	11.1	18.9	17.2	29.5	16.8	259,763	56,658	30,665	11,087	8,847	80,059	15,573
SUBURBAN TOTAL	367.3	.1509	32.6	10.1	17.3	21.7	24.1	130.6	1,955,938	455,430	196,331	144,135	72,486	450,170	77,749
CANTON	405.4	.1666	32.9	10.3	17.1	19.4	27.1	147.7	2,300,766	509,777	226,089	281,433	102,104	504,103	81,859
Carroll	28.0	.0115	31.9	9.5	17.1	19.1	25.6	9.7	87,043	16,552	5,348	7,355	2,300	31,655	861
Stark	377.4	.1551	33.0	10.4	16.9	19.4	27.3	138.0	2,213,723	493,225	220,741	274,078	99,804	472,448	80,998
• Canton	88.7	.0365	33.0	11.6	16.9	15.6	31.0	36.0	647,579	115,067	56,945	80,790	24,635	167,025	24,327
• Massillon	31.5	.0130	34.0	11.1	15.6	17.3	31.1	12.2	254,652	75,324	15,672	16,722	6,927	72,826	9,439
SUBURBAN TOTAL	285.2	.1171	32.8	9.9	17.2	20.7	25.5	99.5	1,398,535	319,386	153,472	183,921	70,542	264,252	48,093
CINCINNATI	1,419.3	.5835	31.7	11.4	17.4	19.0	25.3	529.9	8,965,943	1,771,552	981,257	1,372,139	436,229	1,962,822	373,669
Clermont	140.4	.0577	29.5	10.9	18.9	20.6	19.0	48.8	679,422	140,582	48,099	122,859	33,822	177,794	18,111
Hamilton	862.9	.3548	32.5	11.8	17.0	18.4	27.3	335.3	6,201,989	1,144,751	702,410	943,669	319,067	1,439,370	249,637
• Cincinnati	372.2	.1530	31.9	14.1	18.4	15.0	29.2	161.0	2,482,475	429,513	330,621	342,907	107,635	573,340	112,673
Warren	105.7	.0435	30.5	11.2	18.6	21.8	19.8	35.9	407,144	107,816	44,157	58,366	15,056	59,996	19,210
Dearborn, Ind.	*37.7*	*.0155*	*32.0*	*9.3*	*16.4*	*20.0*	*25.1*	*12.9*	*146,969*	*36,260*	*11,703*	*14,848*	*5,797*	*33,381*	*10,268*
Boone, Ky.	*51.3*	*.0211*	*29.7*	*10.3*	*19.2*	*21.2*	*18.7*	*17.4*	*502,241*	*75,124*	*55,958*	*113,806*	*13,293*	*92,477*	*17,306*
Campbell, Ky.	*81.8*	*.0336*	*32.1*	*11.3*	*15.7*	*17.9*	*27.6*	*29.0*	*350,385*	*92,451*	*39,253*	*28,412*	*16,013*	*59,756*	*25,920*
Kenton, Ky.	*139.5*	*.0573*	*31.3*	*11.1*	*17.5*	*18.0*	*25.5*	*50.6*	*677,793*	*174,568*	*79,677*	*90,179*	*33,181*	*100,048*	*33,217*
Covington	*47.1*	*.0194*	*32.1*	*11.5*	*16.2*	*15.3*	*30.1*	*18.5*	*312,942*	*69,992*	*41,554*	*22,605*	*15,961*	*85,840*	*14,251*
SUBURBAN TOTAL	1,047.1	.4305	31.7	10.5	17.0	20.4	24.0	368.9	6,483,468	1,342,039	650,636	1,029,232	328,594	1,389,482	260,996
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,692.9*	*.6960*	*31.5*	*11.9*	*17.3*	*19.1*	*24.9*	*627.2*	*10,191,677*	*2,055,799*	*1,112,637*	*1,510,618*	*482,768*	*2,274,389*	*423,823*
CLEVELAND	1,853.3	.7620	33.8	10.5	16.8	19.3	28.6	712.3	12,444,134	2,403,872	1,256,272	1,727,151	682,389	2,658,348	639,276
Cuyahoga	1,440.7	.5924	34.5	10.7	16.6	18.5	30.6	570.3	10,167,235	1,925,410	1,069,562	1,446,806	607,604	2,035,064	559,493
• Cleveland	541.7	.2227	32.6	11.9	16.3	16.6	29.5	216.7	2,767,497	610,762	383,052	342,472	162,809	405,236	212,674
Cleveland Heights	56.3	.0231	32.6	9.8	22.0	18.2	26.5	21.9	355,457	71,564	26,083	40,255	10,175	101,373	19,241
Euclid	57.1	.0235	38.5	10.3	17.2	16.3	37.7	25.5	382,536	59,046	29,733	50,754	33,317	110,167	14,093
Lakewood	59.7	.0245	33.5	11.1	20.7	16.6	30.2	27.4	297,791	63,351	35,100	5,484	6,066	123,268	16,013
Parma	91.0	.0374	36.7	10.8	15.6	18.3	33.9	34.5	714,281	134,671	64,703	147,623	31,394	160,247	18,295
Geauga	76.5	.0314	32.0	8.6	16.0	23.6	21.7	24.8	278,392	71,627	22,126	19,569	6,854	59,412	15,248
Lake	216.2	.0889	31.9	10.3	17.9	21.3	23.2	77.7	1,491,277	281,752	125,533	223,587	50,147	438,449	34,022
Mentor	43.0	.0177	31.3	8.9	19.1	23.5	19.5	14.7	559,625	70,162	41,645	140,514	27,057	129,855	10,127
Medina	119.9	.0493	30.7	9.1	18.6	22.8	19.1	39.5	507,230	125,083	39,051	37,187	17,784	125,423	30,513
SUBURBAN TOTAL	1,311.6	.5393	34.2	9.8	16.9	20.5	28.3	495.6	9,676,637	1,793,110	873,220	1,384,679	519,580	2,253,112	426,602
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,775.4*	*1.1411*	*33.0*	*10.9*	*17.1*	*19.3*	*27.3*	*1,050.5*	*17,585,483*	*3,495,611*	*1,782,610*	*2,376,384*	*875,751*	*3,847,695*	*846,801*
COLUMBUS	1,301.6	.5352	30.8	13.1	19.0	19.6	22.5	496.1	8,496,381	1,585,053	913,313	1,136,085	480,763	2,072,828	278,028
Delaware	59.8	.0246	31.3	11.8	17.3	21.8	21.8	20.6	223,555	46,801	19,220	11,383	3,979	71,622	7,630
Fairfield	98.5	.0405	32.5	8.8	16.7	22.2	23.6	34.4	400,166	97,665	43,728	37,700	17,184	91,517	11,634
• Lancaster	35.5	.0146	33.4	10.5	16.9	18.2	29.1	14.0	303,412	72,326	33,923	30,266	16,059	64,098	9,659
Franklin	904.4	.3719	30.4	14.3	19.8	18.8	22.0	356.8	6,874,732	1,221,344	755,925	987,934	414,664	1,682,405	219,675
• Columbus	575.8	.2367	29.4	16.6	21.1	16.7	21.7	235.0	4,520,625	704,056	532,195	705,005	299,369	1,066,334	132,283
Licking	126.0	.0518	32.3	11.1	16.5	21.2	24.3	46.4	542,701	116,476	56,327	59,761	32,522	116,492	19,592

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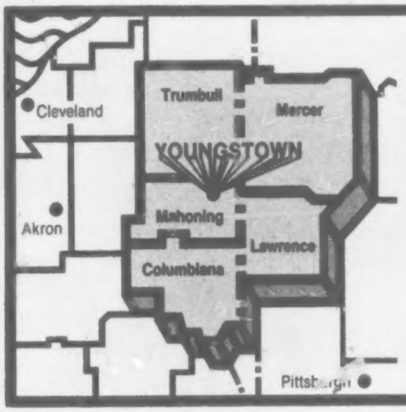
OHIO (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Newark	41.8	.0172	33.3	11.4	17.0	17.3	29.7	17.3	320,010	83,507	28,569	53,328	10,310	57,031	13,378
Madison	34.3	.0141	31.2	10.9	19.6	20.0	22.7	11.5	148,059	33,434	12,915	10,919	3,636	42,739	7,197
Pickaway	46.5	.0191	32.4	10.3	17.1	22.6	23.0	15.4	208,549	46,766	17,981	13,137	6,679	44,389	9,164
Union	32.1	.0132	32.1	10.1	17.3	20.7	24.2	11.0	98,619	22,567	7,217	15,251	2,099	23,664	3,136
SUBURBAN TOTAL	648.5	.2667	32.1	10.3	17.5	22.5	22.3	229.8	3,352,334	725,164	318,626	347,486	155,025	885,365	122,708
DAYTON - SPRINGFIELD	**930.8**	**.3828**	**32.3**	**11.2**	**17.4**	**20.4**	**24.9**	**356.3**	**5,613,552**	**1,117,853**	**565,272**	**789,876**	**298,370**	**1,262,562**	**179,579**
Clark	145.9	.0600	32.7	10.8	16.4	19.4	26.9	54.7	708,116	151,658	65,684	123,826	23,594	150,902	25,006
• Springfield	69.2	.0285	32.2	12.8	16.2	15.7	29.8	27.7	394,495	88,268	48,604	37,672	16,708	89,545	18,222
Greene	129.5	.0533	30.7	13.2	17.6	22.4	20.1	45.6	627,887	137,605	49,978	44,611	13,660	233,394	15,172
Miami	91.0	.0374	33.0	9.5	16.4	21.3	25.5	33.7	456,206	96,2[illegible]8	29,892	46,392	15,352	104,994	13,259
Montgomery	564.4	.2321	32.5	11.2	17.7	20.1	25.4	222.3	3,821,343	732,[illegible]2	419,718	575,047	245,758	773,272	126,142
• Dayton	181.2	.0745	31.6	13.8	17.0	16.0	28.3	77.4	1,187,734	184,960	125,787	149,905	80,995	292,297	43,769
Kettering	60.2	.0248	36.2	10.3	16.4	20.1	31.6	25.4	403,532	112,544	48,089	50,952	20,041	40,837	18,093
SUBURBAN TOTAL	680.4	.2798	32.5	10.4	17.5	22.1	23.5	251.2	4,031,323	844,625	390,881	602,299	200,667	880,720	117,588
HAMILTON - MIDDLETOWN	**273.6**	**.1125**	**30.4**	**14.2**	**17.2**	**19.8**	**22.3**	**97.3**	**1,225,734**	**284,247**	**131,380**	**138,479**	**46,539**	**311,567**	**50,154**
Butler	273.6	.1125	30.4	14.2	17.2	19.8	22.3	97.3	1,225,734	284,247	131,380	138,479	46,539	311,567	50,154
• Hamilton	64.3	.0264	32.0	11.8	16.8	16.6	28.3	25.4	382,344	101,335	46,996	49,939	21,533	57,142	18,194
• Middletown	44.3	.0182	33.3	11.1	16.3	17.8	29.5	18.1	281,426	64,901	31,029	58,221	12,631	48,009	9,677
SUBURBAN TOTAL	165.0	.0679	29.1	15.9	17.6	21.6	18.0	53.8	561,964	118,011	53,355	30,319	12,375	206,416	22,283
LIMA	**157.5**	**.0648**	**31.8**	**10.7**	**16.5**	**17.9**	**26.8**	**56.7**	**984,948**	**180,504**	**95,713**	**170,774**	**38,024**	**213,634**	**32,751**
Allen	112.8	.0464	31.8	10.9	16.6	17.9	26.7	40.8	787,180	137,430	75,516	155,259	28,640	170,672	25,418
• Lima	47.5	.0195	30.8	11.7	16.7	15.0	28.0	18.1	287,680	71,362	21,160	17,488	11,208	67,770	17,091
Auglaize	44.7	.0184	31.8	10.2	16.6	17.7	27.0	15.9	197,768	43,074	20,197	15,515	9,384	42,962	7,333
SUBURBAN TOTAL	110.0	.0453	32.2	10.3	16.5	19.1	26.3	38.6	697,268	109,142	74,553	153,286	26,816	145,864	15,660
LORAIN - ELYRIA	**273.6**	**.1125**	**30.4**	**11.2**	**17.6**	**19.4**	**22.4**	**95.8**	**1,332,893**	**300,436**	**120,391**	**183,423**	**52,849**	**329,087**	**60,238**
Lorain	273.6	.1125	30.4	11.2	17.6	19.4	22.4	95.8	1,332,893	300,436	120,391	183,423	52,849	329,087	60,238
• Elyria	57.8	.0238	29.9	12.2	18.9	17.5	22.9	22.0	415,569	56,402	34,284	119,507	22,308	80,326	16,779
• Lorain	73.1	.0301	30.6	11.5	16.6	17.0	25.7	26.8	310,473	79,204	30,378	35,005	12,924	70,207	18,080
SUBURBAN TOTAL	142.7	.0586	30.4	10.7	17.4	21.4	20.7	47.0	606,851	164,830	55,729	28,911	17,617	178,554	25,379



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	Metro Area (Mahoning & Trumbull Counties)	TV - ADI (Mahoning, Trumbull, Columbiana & Mercer [PA] Counties)	Newspaper Primary Market (Mahoning, Trumbull, Columbiana, Mercer & Lawrence Counties)
Population	516,900	755,300	858,800
Households	191,900	279,800	318,200
EBI	6,076,654	8,489,581	9,606,602
Retail Sales	2,867,664	3,961,815	4,408,569
Food Sales	574,064	831,873	953,841
Gen. Mdse. Sales	473,182	604,551	649,612
Automotive Sales	569,292	862,612	961,316

Source: 1987 Sales Management Survey of Buying Power

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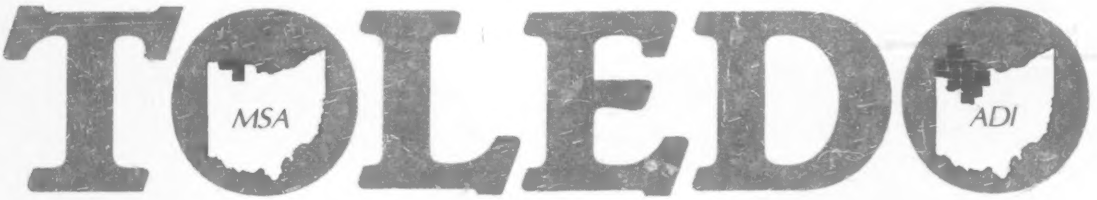
OHIO (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MANSFIELD	**130.9**	**.0539**	**32.4**	**10.8**	**16.9**	**20.2**	**25.3**	**48.9**	**824,618**	**138,634**	**70,990**	**158,766**	**27,892**	**193,721**	**25,489**
Richland	130.9	.0539	32.4	10.8	16.9	20.2	25.3	48.9	824,618	138,634	70,990	158,766	27,892	193,721	25,489
• Mansfield	52.5	.0216	32.4	13.0	17.1	16.5	29.0	21.2	481,312	78,848	43,545	65,647	20,191	143,893	14,857
SUBURBAN TOTAL	78.4	.0323	32.3	9.4	16.4	22.8	22.9	27.7	343,306	59,786	27,445	93,119	7,701	49,828	10,632
PARKERSBURG - MARIETTA	**158.8**	**.0653**	**32.9**	**10.4**	**16.6**	**20.0**	**26.5**	**59.6**	**941,732**	**173,861**	**80,417**	**144,344**	**40,444**	**234,067**	**43,563**
Washington	65.9	.0271	32.3	11.1	16.4	19.7	25.8	23.8	337,047	69,748	32,498	35,888	14,440	71,796	25,466
• Marietta	16.8	.0069	32.8	16.1	15.7	15.8	30.7	6.6	200,744	37,977	24,271	30,821	8,998	30,214	20,354
Wood, W. Va.	*92.9*	*.0382*	*33.3*	*9.9*	*16.6*	*20.2*	*27.1*	*35.8*	*604,685*	*104,113*	*47,919*	*108,456*	*26,004*	*162,271*	*18,097*
• Parkersburg	*39.3*	*.0162*	*36.1*	*10.0*	*15.3*	*17.4*	*34.0*	*16.7*	*415,418*	*82,567*	*34,021*	*58,711*	*13,797*	*130,260*	*15,184*
SUBURBAN TOTAL	102.7	.0422	31.9	9.6	17.2	21.6	23.0	36.3	325,570	53,317	22,125	54,812	17,649	73,593	8,025
STEUBENVILLE - WEIRTON	**155.3**	**.0637**	**34.0**	**10.6**	**16.0**	**18.7**	**29.7**	**57.7**	**718,819**	**192,613**	**63,439**	**88,689**	**28,747**	**143,475**	**32,294**
Jefferson	86.5	.0355	34.6	10.2	15.5	18.5	31.0	32.1	408,456	94,854	28,344	60,536	17,468	93,479	15,813
• Steubenville	23.9	.0098	38.8	11.3	14.2	16.0	38.1	9.5	227,459	35,725	16,295	47,166	12,641	47,113	11,772
Brooke, W. Va.	*29.5*	*.0121*	*33.0*	*12.1*	*16.1*	*18.9*	*27.8*	*10.7*	*115,562*	*32,809*	*15,072*	*8,616*	*6,349*	*18,501*	*6,151*
Hancock, W. Va.	*39.3*	*.0161*	*33.6*	*10.2*	*16.4*	*19.1*	*28.6*	*14.9*	*194,801*	*64,950*	*20,023*	*19,537*	*4,930*	*31,495*	*10,330*
• Weirton	*23.6*	*.0097*	*36.4*	*10.5*	*15.3*	*18.7*	*33.1*	*9.4*	*184,257*	*51,250*	*19,727*	*21,115*	*5,104*	*35,608*	*9,622*
SUBURBAN TOTAL	107.8	.0442	32.9	10.5	16.4	19.3	27.1	36.8	307,103	105,638	27,417	20,408	11,002	60,754	10,900
TOLEDO	**614.8**	**.2528**	**31.1**	**13.0**	**17.4**	**17.6**	**25.6**	**230.3**	**4,622,851**	**884,582**	**493,667**	**767,737**	**229,242**	**1,022,400**	**200,853**
Fulton	40.3	.0165	30.9	10.0	17.1	19.0	23.9	14.1	203,286	41,616	12,069	12,694	13,616	65,784	8,606
Lucas	462.7	.1903	31.8	11.6	17.5	17.6	26.8	178.0	3,687,927	681,573	407,321	659,372	174,125	817,757	157,618
• Toledo	342.4	.1408	31.8	12.1	17.5	16.3	28.1	135.3	2,508,530	512,189	314,637	546,730	103,304	297,223	126,729
Wood	111.8	.0460	28.0	20.3	17.3	17.2	20.7	38.2	731,638	161,393	74,277	95,671	41,501	138,859	34,629
• Bowling Green	25.1	.0103	23.1	51.3	13.7	10.0	12.6	7.2	206,047	43,615	23,818	22,436	7,944	50,988	8,608
SUBURBAN TOTAL	247.3	.1017	31.4	10.5	17.5	20.2	23.4	87.8	1,908,274	328,778	155,212	198,571	117,994	674,189	65,516
YOUNGSTOWN - WARREN	**516.9**	**.2125**	**33.6**	**10.4**	**16.3**	**18.7**	**29.0**	**191.9**	**2,867,664**	**574,064**	**266,407**	**473,182**	**136,315**	**569,292**	**109,736**
Mahoning	278.5	.1145	34.2	10.6	15.9	17.9	30.8	104.2	1,594,616	331,108	139,502	252,904	85,682	314,776	65,387
• Youngstown	107.3	.0441	34.1	11.6	15.4	15.0	33.6	41.3	568,990	152,956	45,656	39,263	18,791	144,559	30,187
Trumbull	238.4	.0980	32.9	10.1	16.9	19.7	26.7	87.7	1,273,048	242,956	126,905	220,278	50,633	254,516	44,349
• Warren	53.7	.0221	33.4	11.0	16.1	17.0	30.3	21.1	410,247	88,824	47,649	14,763	20,417	133,771	18,632
SUBURBAN TOTAL	355.9	.1463	33.5	9.9	16.8	20.1	27.3	129.5	1,888,427	332,284	173,102	419,156	97,107	290,962	60,917
OTHER COUNTIES															
Adams	26.0	.0107	32.0	10.0	14.6	18.4	27.2	9.1	70,790	15,307	2,913	5,250	1,352	26,436	3,707
Ashland	46.8	.0192	32.2	12.1	15.6	19.2	26.4	16.6	216,707	55,127	21,194	13,388	8,344	59,896	7,826



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1 Sun. issues	82%
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OHIO (cont.) S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Ashtabula	104.1	.0428	32.6	9.6	16.2	18.6	27.5	37.5	516,600	131,402	43,054	60,702	16,191	126,176	16,532
Athens	57.9	.0238	27.3	24.4	16.5	15.7	21.7	19.7	241,204	56,172	24,576	23,756	11,439	47,415	5,915
☐ Belmont	80.5	.0331	34.6	9.7	16.2	17.5	31.9	31.2	516,712	110,639	36,266	143,821	17,334	74,959	18,434
Brown	34.9	.0144	31.9	9.6	15.6	19.0	26.1	12.2	67,849	24,029	7,073	1,450	1,262	10,543	2,397
Champaign	34.9	.0143	32.8	9.8	16.3	20.2	26.3	12.9	123,270	42,868	7,788	7,283	3,734	21,704	5,769
Clinton	35.9	.0148	32.0	11.2	16.2	18.8	26.3	13.4	174,140	44,829	12,352	8,115	6,835	52,441	5,926
Columbiana	111.8	.0460	33.1	9.9	16.2	18.8	28.1	41.4	514,723	134,717	36,729	47,546	20,421	137,387	17,902
Coshocton	36.8	.0151	33.6	9.4	15.8	19.3	28.5	13.9	132,089	36,979	12,724	12,713	4,765	20,063	5,951
Crawford	49.4	.0203	33.1	9.9	16.3	19.8	27.2	18.5	185,545	47,770	18,196	14,643	5,700	37,736	10,227
Darke	56.9	.0234	32.3	9.7	15.9	18.9	26.8	20.4	219,091	44,019	17,535	15,756	6,712	71,634	6,698
Defiance	40.9	.0168	29.9	11.6	17.1	18.8	22.4	14.2	187,465	40,605	13,572	21,285	7,846	46,345	6,418
Erie	79.1	.0325	32.6	10.3	16.6	19.7	26.2	29.0	472,844	85,127	51,813	81,342	19,649	102,898	15,226
Fayette	27.3	.0112	33.1	9.6	16.3	19.4	27.6	10.0	137,339	35,033	13,299	9,904	3,305	19,814	6,604
Gallia	31.2	.0129	32.4	11.6	16.3	20.0	25.7	11.0	153,715	32,721	13,683	17,889	8,139	33,806	6,759
Guernsey	41.8	.0172	33.3	9.7	16.1	18.1	29.2	15.3	170,193	38,668	21,228	22,936	6,453	29,692	4,121
Hancock	65.1	.0267	31.9	11.0	16.9	19.3	25.4	24.8	341,870	63,609	35,642	46,300	13,721	99,013	11,694
Hardin	32.7	.0135	30.6	14.9	15.7	17.5	25.6	11.8	110,122	35,679	[illegible],656	9,532	4,822	17,703	5,715
Harrison	17.3	.0071	33.9	9.3	15.6	17.7	30.6	6.2	39,055	11,662	1,918	660	1,250	14,479	1,508
Henry	28.5	.0117	32.0	10.5	16.0	18.5	26.7	10.3	142,755	31,257	9,252	10,705	4,871	36,455	6,374
Highland	35.6	.0146	34.0	9.2	14.9	18.6	29.8	13.3	129,876	39,022	10,824	10,345	3,743	26,225	9,374
Hocking	25.6	.0106	32.7	10.1	15.8	19.6	26.8	9.7	90,564	19,436	5,827	10,151	1,695	20,183	3,513
Holmes	31.4	.0129	27.9	10.4	15.9	16.9	21.8	9.0	91,136	18,211	7,350	2,543	4,938	18,176	1,323
Huron	55.8	.0229	31.0	10.3	16.9	18.8	24.4	20.1	238,136	51,856	20,848	23,206	11,673	70,824	10,794
Jackson	30.8	0127	32.8	9.9	15.6	18.2	28.4	11.2	111,611	23,460	8,482	11,517	3,718	22,350	10,503
Knox	48.1	.0198	32.6	13.3	15.3	19.0	27.4	17.4	189,564	49,416	17,107	21,222	6,136	44,801	8,371
☐ Lawrence	64.3	.0265	32.6	9.5	16.0	19.9	26.3	23.4	172.785	51,148	14,053	14,678	10,526	27,832	12,871
Logan	41.0	.0168	33.3	9.3	15.9	17.9	29.5	15.4	146,932	32,529	11,472	10,733	4,296	36,704	7,370
Marion	66.1	.0271	31.8	10.3	18.5	19.8	24.2	23.9	321,997	65,368	28,328	54,214	12,070	74,744	9,643
Meigs	24.3	.0100	33.3	9.3	16.2	18.7	28.5	8.9	67,705	19,155	4,339	3,174	5,998	13,670	4,510
Mercer	39.5	.0163	30.2	11.1	16.0	16.7	25.5	13.2	141,921	33,418	13,760	19,970	5,610	29,187	4,840
Monroe	16.4	.0067	33.0	9.5	16.0	18.9	28.0	6.1	44,872	15,808	1,464	2,897	844	12,386	1,980
Morgan	14.5	.0060	33.5	8.9	15.1	18.0	29.7	5.2	33,389	10,230	2,458	1,224	1,441	7,999	1,626
Morrow	28.1	.0115	31.4	9.3	16.6	21.1	23.0	9.8	59,972	15,853	5,758	3,023	1,284	12,949	1,830
Muskingum	84.7	.0348	32.4	10.9	15.7	18.6	27.3	31.6	436,484	89,763	44,134	66,068	16,314	91,026	16,353
Noble	11.7	.0048	33.0	9.9	15.0	17.1	29.9	4.3	42,278	10,485	1,900	565	1,868	15,671	1,369
Ottawa	40.8	.0168	33.9	9.5	15.4	19.6	28.8	15.2	247,894	51,549	37,545	9,942	6,774	64,639	7,044
Paulding	21.5	.0089	30.0	10.5	16.7	18.9	22.8	7.4	43,167	11,500	3,327	428	3,767	12,259	2,340
Perry	32.9	.0135	31.1	10.4	15.8	17.7	26.1	11.6	67,338	21,954	4,727	4,416	1,410	17,463	2,627

The Exception

Strategic Objective: To achieve maximum coverage of and impact within the Cleveland ADI.

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OHIO (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pike	25.0	.0103	32.5	9.8	15.3	19.1	27.0	8.9	93,781	23,356	7,239	4,833	2,333	18,898	5,887
Preble	40.4	.0167	32.6	9.5	16.5	20.4	25.7	14.5	97,084	28,317	11,520	1,715	1,974	16,372	3,957
Putnam	33.5	.0137	29.2	11.6	15.7	16.9	24.0	11.0	115,812	30,417	11,714	1,692	4,265	30,472	7,159
Ross	68.5	.0281	33.6	9.8	16.6	20.8	26.9	24.2	276,274	60,941	27,355	46,326	11,133	48,228	11,862
Sandusky	64.8	.0267	31.3	10.6	16.4	18.5	25.4	23.4	326,991	85,979	28,156	23,499	12,421	79,943	15,076
Scioto	84.1	.0345	33.3	9.8	15.9	18.4	28.8	30.5	407,989	84,465	35,805	64,672	22,419	93,791	10,964
Seneca	62.4	.0257	30.9	11.5	16.4	17.6	25.7	21.8	266,725	62,971	22,520	23,529	12,897	38,391	11,947
Shelby	44.4	.0183	30.4	10.5	17.0	18.5	23.6	15.4	147,723	41,402	17,039	9,407	4,469	32,234	6,192
Tuscarawas	86.5	.0356	33.6	10.0	16.4	18.8	28.8	33.0	407,408	84,288	33,054	45,579	19,966	103,303	14,653
Van Wert	31.1	.0128	33.0	9.9	16.4	18.0	28.9	11.6	110,180	25,034	9,482	7,235	2,170	38,118	5,006
Vinton	12.2	.0050	31.8	10.1	16.1	18.2	26.7	4.3	17,382	4,324	1,090	339	654	3,778	572
Wayne	102.6	.0421	30.6	12.1	17.5	19.4	22.8	35.6	438,846	109,103	34,102	39,926	18,924	123,895	11,723
Williams	37.8	.0156	32.1	10.3	16.4	18.9	26.4	13.9	165,567	37,292	15,927	14,015	2,159	33,363	6,600
Wyandot	22.8	.0093	32.9	10.4	15.3	18.6	28.2	8.1	97,904	18,882	9,871	4,578	5,455	25,921	3,400
TOTAL METRO COUNTIES	**8,513.1**	**3.5004**	**32.2**	**11.5**	**17.3**	**19.3**	**26.0**	**3,206.2**	**53,245,552**	**10,489,863**	**5,451,268**	**7,672,533**	**2,662,713**	**11,943,028**	**2,164,792**
TOTAL STATE	**10,837.3**	**4.4559**	**32.2**	**11.4**	**17.0**	**19.2**	**26.0**	**4,043.9**	**62,937,420**	**12,773,226**	**6,320,989**	**8,646,671**	**3,034,342**	**14,232,627**	**2,538,469**

OHIO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AKRON	**7,771,852**	**25,272**	**21.6**	**29.2**	**18.2**	**13.2**	**.2611**
Portage	1,639,353	27,266	19.7	31.4	19.4	14.5	.0510
• Kent	296,950	20,333	24.3	25.9	14.5	10.3	.0115
Summit	6,132,499	24,736	22.0	28.7	17.9	12.9	.2101
• Akron	2,425,906	19,728	25.2	27.5	13.4	8.5	0897
• Barberton	288,922	19,856	27.4	28.6	13.1	8.0	.0101
Cuyahoga Falls	529,486	26,473	22.0	33.0	21.3	10.0	0176
SUBURBAN TOTAL	4,760,074	29,862	18.4	30.6	22.2	17.2	1498
CANTON	**4,518,301**	**24,915**	**21.8**	**31.3**	**18.4**	**10.7**	**.1559**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Carroll	262,654	21,933	25.7	32.5	14.8	7.3	.0085
Stark	4,255,647	25,146	21.6	31.2	18.6	10.9	.1474
• Canton	911,196	18,797	25.4	27.7	11.9	7.7	.0357
• Massillon	329,656	20,922	25.9	28.0	16.3	7.6	.0133
SUBURBAN TOTAL	3,277,449	27,494	20.1	33.1	20.9	12.1	.1069
CINCINNATI	**17,675,127**	**25,727**	**20.8**	**27.9**	**18.2**	**15.1**	**.5950**
Clermont	1,541,345	26,608	20.5	33.5	21.0	10.6	.0512
Hamilton	11,384,850	25,165	20.9	26.2	17.0	16.5	.3878
• Cincinnati	4,390,953	18,743	25.1	25.1	12.1	9.9	.1547

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Oats. McCray injured
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OHIO (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Warren	1,327,469	30,977	17.5	29.5	23.8	17.8	.0392
Dearborn, Ind.	*392,856*	*25,359*	*21.1*	*31.2*	*18.4*	*11.4*	*.0127*
Boone, Ky.	*566,505*	*27,197*	*20.2*	*33.3*	*22.2*	*10.7*	*.0239*
Campbell, Ky.	*914,495*	*24,953*	*22.2*	*28.2*	*19.2*	*12.5*	*.0291*
Kenton, Ky.	*1,547,607*	*24,036*	*22.8*	*29.2*	*17.5*	*11.5*	*.0511*
Covington	*439,653*	*17,033*	*27.6*	*25.2*	*11.2*	*6.5*	*.0176*
SUBURBAN TOTAL	13,284,174	28,868	19.0	29.0	21.0	17.3	.4403
CINCINNATI - HAMILTON CONSOLIDATED AREA	***20,770,313***	***25,765***	***20.8***	***28.1***	***18.4***	***14.7***	***.6943***
CLEVELAND	**23,747,837**	**26,043**	**20.2**	**27.4**	**18.3**	**15.5**	**.8038**
Cuyahoga	18,485,532	24,570	20.9	26.5	17.0	15.0	.6351
• Cleveland	5,141,424	17,183	23.7	24.7	12.2	7.0	.1870
Cleveland Heights	824,163	28,554	19.4	27.7	18.4	20.7	.0257
Euclid	805,851	25,018	22.5	28.8	17.7	13.8	.0260
Lakewood	862,114	23,683	25.5	29.6	15.7	13.0	.0254
Parma	1,226,786	29,871	19.5	31.3	22.8	16.2	.0426
Geauga	1,037,685	33,184	15.3	28.6	23.3	23.4	.0294
Lake	2,755,784	29,581	18.6	32.2	22.6	15.8	.0944
Mentor	584,913	33,321	13.3	33.1	25.6	21.1	.0247
Medina	1,468,836	31,314	16.5	31.6	24.1	17.7	.0449
SUBURBAN TOTAL	18,606,413	29,753	18.7	28.7	20.9	19.2	.6168
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***34,811,336***	***26,155***	***20.3***	***28.1***	***18.6***	***15.0***	***1.1697***
COLUMBUS	**15,929,295**	**24,556**	**22.8**	**28.8**	**17.3**	**13.4**	**.5469**
Delaware	738,492	28,708	19.8	29.9	20.6	16.9	.0218
Fairfield	1,025,330	23,934	23.8	32.2	17.4	9.3	.0335
• Lancaster	374,080	19,805	27.5	30.8	12.0	6.8	.0154
Franklin	11,519,101	24,296	22.9	28.1	16.9	13.9	.4073
• Columbus	6,698,910	21,229	25.1	27.8	14.8	10.3	.2516
Licking	1,504,182	25,870	22.1	29.1	19.5	12.9	.0467
• Newark	495,801	21,309	25.4	28.7	14.6	9.8	.0183
Madison	310,942	21,585	27.0	32.0	14.0	7.5	.0110
Pickaway	470,912	23,983	23.5	32.0	17.1	10.4	.0160
Union	360,336	26,122	20.0	32.4	17.4	14.8	.0106

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TOTAL ADULTS	Average Issue Reach	Five Issue Reach
(1,234,200)	670,900 54.7%	924,800 75.4%
Household Income $35,000 or More (391,900)	242,300 61.8%	316,300 80.7%
College Graduates (222,000)	134,700 60.7%	180,900 81.5%
Professional/Technical/Managerial/Administrative (258,200)	158,800 61.4%	212,900 82.4%

Sources: *Sales and Marketing Management Survey of Buying Power 1986
**Cincinnati Prospectus 1986/87

The Enquirer and The Post are the media of opportunity in the market of opportunity. For more details, contact the newspapers or Gannett Media Sales, New York Office (212) 715-5300.

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$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	8,360,504	28,716	19.9	29.9	20.4	17.2	.2616
DAYTON - SPRINGFIELD	**11,851,395**	**25,919**	**21.3**	**28.3**	**18.4**	**15.1**	**.3892**
Clark	1,715,825	24,780	21.5	29.7	17.9	12.2	.0552
• Springfield	759,008	20,077	24.1	27.9	13.5	8.8	.0264
Greene	1,729,074	30,683	17.5	27.4	21.1	21.2	.0523
Miami	1,075,758	25,606	22.3	30.8	18.9	12.5	.0348
Montgomery	7,330,738	25,297	21.9	27.8	17.8	15.0	.2469
• Dayton	1,905,588	17,998	26.1	25.6	12.3	7.4	.0710
Kettering	969,061	29,403	21.9	26.9	20.4	19.9	.0294
SUBURBAN TOTAL	9,186,799	29,119	19.5	29.2	20.8	18.2	.2918
HAMILTON - MIDDLETOWN	**3,095,186**	**25,961**	**20.4**	**29.3**	**19.3**	**13.0**	**.0993**
Butler	3,095,186	25,961	20.4	29.3	19.3	13.0	.0993
• Hamilton	665,912	20,126	24.2	29.0	13.0	8.3	.0242
• Middletown	514,836	21,749	22.7	27.1	15.5	10.9	.0180
SUBURBAN TOTAL	1,914,438	29,923	17.9	30.2	23.5	15.9	.0571
LIMA	**1,736,357**	**24,304**	**23.2**	**30.5**	**17.4**	**11.4**	**.0621**
Allen	1,268,576	24,490	22.4	29.1	17.8	12.3	.0465
• Lima	480,139	19,986	25.0	27.4	13.9	8.6	.0178
Auglaize	467,781	23,918	25.0	34.0	16.6	9.0	.0156
SUBURBAN TOTAL	1,256,218	26,270	22.3	32.0	19.1	12.6	.0443
LORAIN - ELYRIA	**3,291,647**	**28,904**	**17.4**	**30.4**	**21.9**	**15.4**	**.1048**
Lorain	3,291,647	28,904	17.4	30.4	21.9	15.4	.1048
• Elyria	696,432	25,894	20.0	31.6	19.0	12.5	.0249
• Lorain	835,061	25,763	19.2	27.7	19.6	13.0	.0263
SUBURBAN TOTAL	1,760,154	31,708	15.3	31.3	24.7	18.0	.0536
MANSFIELD	**1,480,229**	**24,051**	**23.8**	**30.9**	**17.6**	**10.2**	**.0523**
Richland	1,480,229	24,051	23.8	30.9	17.6	10.2	.0523
• Mansfield	572,527	19,335	27.7	27.2	13.2	8.0	.0237
SUBURBAN TOTAL	907,702	27,669	20.7	33.8	21.0	11.9	.0286
PARKERSBURG - MARIETTA	**1,631,542**	**21,584**	**25.1**	**30.8**	**15.1**	**7.8**	**.0595**
Washington	664,338	21,861	25.3	31.4	15.8	7.5	.0234
• Marietta	170,029	18,264	28.8	26.9	11.4	7.1	.0083
Wood, W. Va.	*967,204*	*21,375*	*25.0*	*30.4*	*14.6*	*8.1*	*.0361*
• *Parkersburg*	*403,806*	*18,062*	*27.2*	*27.6*	*11.0*	*6.7*	*.0184*
SUBURBAN TOTAL	1,057,707	23,790	23.4	33.0	17.6	8.5	.0328
STEUBENVILLE - WEIRTON	**1,584,095**	**22,717**	**22.3**	**30.8**	**17.0**	**7.7**	**.0539**
Jefferson	904,240	22,809	22.0	29.0	17.7	8.7	.0306
• Steubenville	261,203	19,355	22.4	23.6	15.3	9.9	.0110
Brooke, W. Va.	*272,857*	*22,059*	*24.0*	*35.2*	*14.1*	*5.1*	*.0094*
Hancock, W. Va.	*406,998*	*23,039*	*21.9*	*31.7*	*17.4*	*7.5*	*.0139*
• *Weirton*	*270,165*	*24,473*	*20.7*	*30.7*	*18.9*	*9.2*	*.0102*
SUBURBAN TOTAL	1,052,727	23,030	22.7	32.6	16.9	6.8	.0327
TOLEDO	**7,557,547**	**25,402**	**21.1**	**27.2**	**18.4**	**14.5**	**.2714**
Fulton	485,579	28,017	19.7	30.0	20.5	15.6	.0156
Lucas	5,702,836	24,642	21.4	26.8	17.9	13.9	.2087
• Toledo	3,979,579	22,511	22.5	26.7	16.6	11.6	.1459
Wood	1,369,132	27,731	19.9	28.3	19.9	16.8	.0471
• Bowling Green	240,710	19,959	26.2	22.6	14.8	12.4	.0103
SUBURBAN TOTAL	3,337,258	29,935	18.3	28.6	21.5	19.0	.1152
YOUNGSTOWN - WARREN	**6,076,654**	**25,296**	**20.5**	**29.3**	**17.9**	**13.3**	**.2028**
Mahoning	2,890,312	22,331	22.5	30.8	15.5	8.7	.1038
• Youngstown	964,892	17,193	25.0	26.2	11.4	6.0	.0366
Trumbull	3,186,342	29,535	18.2	27.4	20.8	18.9	.0990
• Warren	685,497	24,872	19.5	25.4	17.7	15.4	.0243
SUBURBAN TOTAL	4,426,265	27,809	19.3	30.8	20.0	15.4	.1419

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Adams	173,817	13,366	28.8	22.0	8.1	2.9	.0065
Ashland	480,225	22,912	25.4	32.7	15.5	8.9	.0163
Ashtabula	1,119,825	24,187	23.0	31.0	18.2	9.8	.0379
Athens	567,684	19,134	27.5	25.2	12.7	10.3	.0191
☐ Belmont	842,057	22,066	23.1	30.5	16.5	7.5	.0313
Brown	325,174	20,963	24.5	30.2	14.3	7.6	.0096
Champaign	371,093	22,890	25.3	33.4	15.4	8.7	.0116
Clinton	369,902	21,090	26.6	28.9	14.8	8.8	.0128
Columbiana	1,099,264	21,491	24.9	31.3	15.7	6.3	.0380
Coshocton	367,611	20,639	26.7	29.4	14.7	7.3	.0119
Crawford	505,392	21,572	26.3	31.0	15.2	7.5	.0162
Darke	557,625	21,497	27.3	32.8	13.4	7.7	.0186
Defiance	463,843	26,758	21.5	31.9	19.7	12.3	.0149
Erie	911,865	25,184	21.2	30.9	18.8	11.7	.0314
Fayette	217,981	16,525	30.9	27.8	8.3	4.4	.0086
Gallia	295,252	19,761	25.8	26.9	14.7	7.9	.0106
Guernsey	422,443	21,011	25.6	28.7	15.2	8.5	.0141
Hancock	865,090	27,904	19.9	30.4	19.9	16.0	.0269
Hardin	299,144	19,773	26.0	29.9	13.5	6.1	.0099
Harrison	160,379	20,193	26.4	28.7	15.2	6.5	.0049
Henry	327,302	25,764	22.7	31.9	19.4	11.7	.0107
Highland	322,121	18,137	28.9	27.8	11.0	6.3	.0110
Hocking	223,106	18,293	29.9	30.8	10.3	4.0	.0078
Holmes	248,811	20,584	28.4	28.9	14.1	8.5	.0084
Huron	587,810	23,685	24.2	32.7	16.8	8.8	.0194
Jackson	251,279	16,773	27.4	27.1	10.1	4.6	.0091
Knox	457,953	19,859	28.7	30.4	12.1	7.1	.0153
☐ Lawrence	659,323	22,302	22.3	28.2	16.4	10.0	.0198
Logan	396,381	19,794	28.6	29.7	13.1	6.6	.0129
Marion	658,622	22,244	24.1	33.2	14.9	7.4	.0229
Meigs	180,401	15,412	28.2	27.1	8.0	3.1	.0064
Mercer	447,856	27,139	20.5	31.9	19.0	14.2	.0136
Monroe	153,009	20,145	23.5	29.5	15.4	5.4	.0049
Morgan	121,222	18,053	28.1	29.4	10.8	4.9	.0040
Morrow	243,516	20,137	29.4	33.5	12.3	4.6	.0076
Muskingum	796,130	18,959	27.8	28.4	12.9	6.3	.0291
Noble	109,712	20,000	25.4	29.3	14.2	6.5	.0037
Ottawa	549,783	29,234	19.4	28.9	21.2	18.4	.0177
Paulding	211,506	24,497	22.5	35.2	18.2	7.4	.0061
Perry	284,679	19,104	29.9	29.7	12.2	5.6	.0089
Pike	224,402	18,109	29.0	24.9	12.3	7.8	.0076
Preble	459,690	25,781	21.9	30.6	19.3	12.4	.0129
Putnam	310,007	23,194	25.5	34.3	15.4	7.7	.0104
Ross	750,830	23,898	23.2	29.4	16.6	12.4	.0239
Sandusky	717,207	24,933	22.1	32.6	19.6	9.6	.0240
Scioto	752,903	17,724	27.5	25.0	12.6	6.9	.0278
Seneca	649,496	24,410	23.7	33.4	18.1	8.9	.0214
Shelby	503,938	26,278	20.8	32.9	19.5	11.8	.0151
Tuscarawas	866,307	21,005	26.6	32.3	13.9	6.3	.0299
Van Wert	371,463	26,716	20.8	32.1	20.1	12.2	.0111
Vinton	101,486	17,590	28.3	27.1	11.3	5.7	.0031
Wuyne	1,178,675	26,258	21.9	31.5	19.3	13.1	.0370
Williams	398,585	23,486	24.0	33.6	16.7	7.9	.0133
Wyandot	224,648	22,005	27.0	31.9	15.8	7.2	.0075
TOTAL METRO COUNTIES	**104,379,922**	**25,456**	**21.1**	**28.6**	**18.1**	**14.1**	**3.5329**
TOTAL STATE	**128,034,367**	**24,665**	**21.9**	**29.0**	**17.6**	**13.0**	**4.3172**

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(See page B-26)

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OKLAHOMA

OKLA. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ENID	**66.0**	**.0272**	**32.4**	**11.6**	**17.5**	**18.4**	**27.1**	**25.7**	**428,494**	**90,751**	**45,308**	**39,991**	**27,129**	**97,056**	**17,343**
Garfield	66.0	.0272	32.4	11.6	17.5	18.4	27.1	25.7	428,494	90,751	45,308	39,991	27,129	97,056	17,343
• Enid	53.1	.0218	32.2	12.4	18.2	17.6	27.3	21.1	411,918	85,494	44,679	38,739	26,824	89,746	17,172
SUBURBAN TOTAL	12.9	.0054	33.6	8.3	15.3	21.5	26.4	4.6	16,576	5,257	629	1,252	305	7,310	171
LAWTON	**118.7**	**.0488**	**26.2**	**19.6**	**18.3**	**17.1**	**16.7**	**38.1**	**609,374**	**137,950**	**66,406**	**110,332**	**32,334**	**123,599**	**11,966**
Comanche	118.7	.0488	26.2	19.6	18.3	17.1	16.7	38.1	609,374	137,950	66,406	110,332	32,334	123,599	11,966
• Lawton	87.8	.0361	27.7	15.5	18.9	18.1	18.1	31.5	588,823	127,206	65,563	110,086	32,006	122,289	11,026
SUBURBAN TOTAL	30.9	.0127	23.6	31.3	16.6	14.6	12.4	6.6	20,551	10,744	843	246	328	1,310	940
OKLAHOMA CITY	**993.1**	**.4085**	**31.3**	**12.2**	**18.7**	**19.8**	**23.2**	**380.1**	**7,609,480**	**1,371,297**	**859,357**	**961,168**	**446,840**	**1,805,728**	**157,313**
Canadian	74.6	.0307	30.6	8.8	19.8	22.6	18.7	25.2	384,779	77,718	31,091	43,276	12,541	137,313	4,755
Cleveland	162.7	.0669	28.3	16.5	21.4	20.4	15.3	58.6	1,197,855	181,113	109,253	137,807	40,490	429,490	21,949
• Norman	78.5	.0323	27.8	22.5	21.7	16.9	17.5	30.2	907,806	104,695	80,881	109,670	27,328	383,737	14,984
Logan	31.7	.0131	32.8	11.5	15.3	18.4	28.1	11.2	98,141	31,548	7,876	8,970	1,093	27,185	3,478
McClain	25.8	.0107	33.7	8.7	15.2	23.1	25.0	9.0	108,869	31,850	8,837	15,815	2,402	27,628	2,759
Oklahoma	633.8	.2606	31.8	11.9	18.7	19.2	24.9	252.3	5,481,387	962,060	653,518	715,644	376,473	1,131,046	114,874
Midwest City	54.2	.0223	30.5	12.8	18.6	19.1	22.5	20.7	453,282	118,881	48,022	111,563	10,007	63,682	9,414
• Oklahoma City	451.4	.1856	32.1	11.6	18.9	18.9	25.6	184.3	4,151,099	594,533	515,107	540,311	318,621	865,948	78,052
Pottawatomie	64.5	.0265	34.1	10.5	14.7	19.7	29.0	23.8	338,449	87,008	48,782	39,656	13,841	53,066	9,498
• Shawnee	29.1	.0120	35.2	13.0	14.2	16.9	33.3	11.5	282,018	69,723	37,065	35,588	11,326	47,747	8,782
SUBURBAN TOTAL	434.1	.1786	30.8	11.0	18.3	21.4	21.0	154.1	2,268,557	602,346	226,304	275,599	89,565	508,296	55,495
TULSA	**746.5**	**.3070**	**31.9**	**10.8**	**18.6**	**20.5**	**23.8**	**287.0**	**4,377,793**	**933,062**	**484,091**	**523,322**	**266,078**	**936,389**	**90,203**
Creek	73.8	.0304	33.0	8.9	16.0	21.0	25.9	26.3	287,189	95,377	22,533	37,841	10,560	66,475	6,407
Osage	44.1	.0181	34.2	8.7	16.5	20.6	28.0	16.2	76,143	25,362	6,196	2,322	1,194	13,817	4,059
Rogers	58.7	.0242	32.4	8.8	16.3	24.4	21.3	20.1	166,467	52,561	15,495	14,620	3,145	31,617	2,165
Tulsa	515.8	.2121	31.7	11.7	19.4	19.8	23.8	206.4	3,776,567	732,850	434,475	453,354	246,391	819,802	76,317
• Tulsa	378.6	.1557	32.2	12.4	19.2	19.1	25.5	158.4	3,128,083	560,800	369,289	368,278	223,821	691,685	58,232
Wagoner	54.1	.0222	30.9	8.2	17.7	22.3	20.5	18.0	71,427	26,912	5,392	15,185	4,788	4,678	1,255
SUBURBAN TOTAL	367.9	.1513	31.6	9.1	17.8	21.9	22.0	128.6	1,249,710	372,262	114,802	155,044	42,257	244,704	31,971
OTHER COUNTIES															
Adair	21.4	.0088	32.4	9.2	14.1	18.3	28.0	6.9	35,839	10,585	2,804	6,241	1,174	6,989	963
Alfalfa	6.9	.0029	42.3	6.9	11.3	16.3	42.2	2.7	35,609	19,215	1,713	1,500	608	2,477	2,065
Atoka	13.8	.0056	35.1	9.0	15.8	19.5	30.6	4.8	58,919	15,952	2,641	10,725	767	10,089	2,005
Beaver	7.4	.0031	35.1	7.4	15.2	19.4	30.7	3.0	12,761	4,769	1,521		125	1,352	577
Beckham	23.3	.0096	34.7	10.2	15.0	16.5	33.1	9.0	241,621	53,246	18,524	39,456	10,547	40,829	5,796
Blaine	13.6	.0056	36.1	9.2	13.4	17.4	34.1	5.2	64,323	15,369	4,472	7,243	1,392	13,454	2,167
Bryan	33.8	.0138	34.7	11.8	14.3	17.4	32.1	12.9	122,443	26,530	12,661	10,552	6,830	28,981	5,620
Caddo	33.8	.0139	34.8	9.1	13.6	17.6	32.1	12.5	176,502	45,917	9,108	21,051	7,278	53,212	4,107
Carter	47.5	.0195	34.7	9.2	15.0	18.4	31.2	17.9	280,815	58,991	27,640	32,474	11,668	54,557	6,820
Cherokee	35.1	.0145	31.3	13.6	14.7	18.3	26.2	12.3	112,405	33,791	7,585	18,781	3,188	16,451	3,524
Choctaw	17.2	.0071	35.6	8.3	13.3	17.1	33.6	6.1	49,656	13,059	3,061	10,356	1,779	10,191	1,775
Cimarron	3.9	.0016	36.6	6.8	14.7	18.9	33.3	1.6	17,475	4,797	1,715	887	279	3,770	713
Coal	6.0	.0024	37.9	8.0	12.5	16.5	36.8	2.2	10,228	3,091	564	1,564	92	768	70
Cotton	7.3	.0030	38.0	7.9	13.4	18.0	35.9	2.9	25,821	4,944	942	1,437	650	13,253	531
Craig	15.6	.0064	38.1	8.4	13.6	19.6	34.7	5.7	96,302	15,276	7,671	12,677	2,322	27,992	1,822
Custer	32.0	.0131	30.3	17.9	15.5	16.3	26.4	12.1	318,168	66,175	36,658	37,556	16,415	66,226	6,303
Delaware	29.2	.0120	39.0	7.4	12.3	17.8	37.2	10.9	79,347	22,181	4,129	13,579	4,017	7,921	1,395
Dewey	6.1	.0026	38.3	8.3	13.1	16.6	37.5	2.2	20,930	10,429	1,747	214	161	3,060	
Ellis	5.8	.0023	36.2	8.1	15.1	16.7	34.7	2.2	25,092	4,785	1,514	1,454	353	7,133	2,092
Garvin	29.6	.0121	37.5	8.9	13.3	17.9	35.2	11.4	150,283	48,493	9,631	8,705	6,866	33,589	4,724
Grady	45.7	.0188	33.3	10.0	15.3	20.0	27.4	16.6	204,816	48,300	17,044	23,196	7,826	47,401	9,163
Grant	6.5	.0027	42.4	6.8	11.9	17.5	41.3	2.6	26,417	6,605	1,634	283	681	11,747	974
Greer	6.9	.0028	43.5	9.6	12.7	14.9	44.0	3.0	17,233	6,133	1,231	447	820	1,949	1,904
Harmon	4.3	.0018	42.1	7.1	11.2	15.1	42.1	1.7	12,792	4,203	245	279	454	2,383	1,576
Harper	4.6	.0019	38.6	8.7	13.7	19.3	35.4	1.8	13,817	4,585	1,247	230	185	3,591	646
Haskell	12.3	.0051	37.4	7.4	13.8	18.0	35.1	4.7	40,759	10,142	1,076	7,304	1,110	9,547	928
Hughes	14.7	.0060	40.7	7.4	11.8	17.8	39.3	5.8	58,486	14,759	2,805	11,135	1,474	14,571	2,275
Jackson	30.8	.0127	29.7	13.1	16.9	18.2	22.8	11.1	223,152	37,533	19,587	19,215	9,676	63,235	5,901
Jefferson	8.9	.0036	37.5	8.1	13.7	16.1	36.8	3.3	21,881	6,095	2,437	411	1,066	5,370	1,255
Johnston	10.8	.0045	35.4	10.5	13.3	17.0	33.5	4.0	13,787	7,448	790	76	452	816	1,140
Kay	52.0	.0214	35.5	9.6	15.5	18.0	32.7	20.7	320,309	68,536	30,399	32,078	15,024	68,242	12,611
Kingfisher	15.4	.0063	33.7	10.0	14.7	19.0	29.1	5.7	105,475	20,533	5,615	12,319	926	29,841	2,733
Kiowa	12.9	.0053	40.4	8.2	12.0	16.3	39.9	5.3	52,200	16,820	2,085	3,805	2,010	13,013	2,196
Latimer	10.5	.0043	35.4	11.1	12.6	17.4	33.1	3.7	23,710	9,523	1,175	1,761	110	1,554	764
Le Flore	45.9	.0189	34.6	8.7	14.3	19.2	30.3	16.7	124,013	40,546	6,314	20,183	4,634	23,509	3,039
Lincoln	32.2	.0132	35.0	8.9	14.0	20.0	30.0	12.1	101,893	29,196	9,911	8,313	4,107	13,551	2,382
Love	8.5	.0034	36.1	8.1	14.3	19.0	32.5	3.3	16,507	6,647	2,548	206	323	2,265	100
McCurtain	37.7	.0155	32.1	8.9	14.8	18.7	27.0	13.1	126,919	36,135	8,293	22,533	5,587	20,389	4,940
McIntosh	17.8	.0073	41.9	7.4	11.1	18.3	40.1	7.0	82,267	18,010	6,929	10,565	2,440	21,527	2,013
Major	9.2	.0038	35.5	9.0	14.4	19.0	31.6	3.3	51,257	8,846	3,719	4,020	371	18,102	1,304
Marshall	11.8	.0048	41.8	7.7	11.6	16.9	41.3	5.0	45,427	13,371	3,599	2,647	708	13,931	1,404
Mayes	35.7	.0147	35.0	8.8	14.1	19.6	30.4	13.1	134,875	41,797	9,162	20,150	7,007	18,650	2,341
Murray	12.9	.0053	36.4	8.3	13.9	17.4	34.4	5.0	66,859	15,511	2,945	6,858	1,055	24,250	1,767
Muskogee	72.2	.0297	33.9	9.8	15.2	17.9	30.4	27.1	365,171	84,972	35,770	42,535	15,473	84,386	8,163
Muskogee	42.9	.0176	35.0	9.9	15.0	16.0	34.0	17.1	330,984	68,185	33,273	42,331	13,719	82,517	7,295
Noble	12.5	.0051	35.5	9.5	14.5	19.3	31.4	4.8	51,521	14,178	4,147	3,208	1,859	7,508	2,054
Nowata	11.6	.0048	36.3	8.9	14.4	18.6	33.2	4.4	28,276	5,739	2,440	4,894	597	5,080	762
Okfuskee	11.6	.0048	38.7	7.3	11.5	17.5	37.3	4.5	26,937	9,733	1,511	1,766	1,151	2,722	966
Okmulgee	40.2	.0165	35.3	10.6	13.6	17.9	32.5	15.1	154,637	46,753	10,551	26,059	5,896	27,149	3,298
Ottawa	34.6	.0142	34.4	11.3	14.5	18.4	30.7	13.1	160,856	46,296	10,871	19,689	5,150	23,083	6,410

OKLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pawnee	17.7	.0073	35.9	8.2	14.8	19.9	31.4	6.8	51,689	13,279	4,220	7,800	1,492	9,840	2,702
Payne	66.1	.0272	26.2	28.4	16.7	14.5	20.8	24.9	324,085	78,406	36,597	47,369	12,431	50,388	9,661
Pittsburg	43.5	.0179	37.3	7.8	14.4	19.2	34.0	16.9	172,361	41,054	15,397	34,782	5,915	33,181	4,319
Pontotoc	35.0	.0144	34.7	12.9	14.0	17.6	32.0	13.4	215,633	47,277	19,585	33,258	10,075	40,945	5,070
Pushmataha	13.3	.0055	37.2	7.9	12.7	19.7	33.4	5.1	28,470	10,166	2,124	2,182	986	6,034	1,730
Roger Mills	5.5	.0022	36.0	8.9	14.0	17.3	34.0	2.1	33,981	12,502	2,507	1,288	293	6,977	1,482
Seminole	28.9	.0118	36.1	9.0	13.7	17.6	33.7	10.9	110,071	40,638	7,354	11,276	4,265	22,114	2,779
☐ Sequoyah	36.2	.0149	33.1	8.9	14.1	20.4	27.0	12.4	87,009	27,625	4,735	11,247	3,302	15,150	1,519
Stephens	45.3	.0186	34.8	9.5	15.8	18.4	31.4	17.5	235,992	59,174	20,524	22,450	9,813	55,059	9,226
Texas	18.1	.0075	31.1	11.9	16.5	19.1	24.4	6.6	114,193	26,140	11,601	12,433	5,409	11,711	4,192
Tillman	11.5	.0047	36.1	8.2	13.3	16.3	34.9	4.3	34,452	8,632	2,545	4,353	1,426	6,242	1,625
Washington	47.1	.0194	34.9	8.9	16.8	20.4	29.3	18.9	295,727	70,416	32,912	39,536	14,436	50,228	8,102
Washita	14.5	.0060	34.5	10.6	14.6	16.6	32.6	5.5	68,649	21,215	5,509	2,982	1,828	14,742	990
Woods	10.6	.0043	38.1	14.1	12.6	15.8	37.7	4.2	73,759	17,096	6,946	9,751	4,323	19,205	2,411
Woodward	22.8	.0094	31.1	11.3	17.4	19.0	24.2	8.2	214,426	44,412	18,749	37,439	9,619	44,675	4,355
TOTAL METRO COUNTIES	**1,960.5**	**.8064**	**31.3**	**12.0**	**18.5**	**19.9**	**23.2**	**743.3**	**13,112,150**	**2,560,685**	**1,459,897**	**1,646,060**	**775,683**	**2,977,922**	**278,344**
TOTAL STATE	**3,360.4**	**1.3817**	**32.4**	**11.4**	**16.9**	**19.1**	**26.6**	**1,270.7**	**19,692,426**	**4,207,632**	**2,008,848**	**2,455,576**	**1,032,677**	**4,330,919**	**475,066**

OKLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ENID	**789,542**	**23,126**	**24.0**	**28.8**	**16.6**	**11.8**	**.0275**
Garfield	789,542	23,126	24.0	28.8	16.6	11.8	.0275
• Enid	642,833	22,804	24.4	28.8	16.3	11.5	.0235
SUBURBAN TOTAL	146,709	24,845	22.0	28.9	18.1	13.0	.0040
LAWTON	**1,202,991**	**21,785**	**28.2**	**28.1**	**14.9**	**11.5**	**.0423**
Comanche	1,202,991	21,785	28.2	28.1	14.9	11.5	.0423
• Lawton	913,784	21,650	28.7	27.7	15.2	11.3	.0345
SUBURBAN TOTAL	289,207	22,402	25.8	30.5	13.6	12.3	.0078
OKLAHOMA CITY	**11,916,563**	**23,700**	**23.7**	**28.0**	**16.5**	**13.3**	**.4361**
Canadian	878,749	29,530	18.3	29.5	22.4	16.0	.0286
Cleveland	1,932,107	25,835	22.0	29.2	18.9	13.7	.0701
• Norman	933,784	21,603	25.3	25.3	15.1	13.0	.0406
Logan	329,203	21,855	23.6	26.9	14.9	12.4	.0102
McClain	247,968	22,445	21.9	28.8	15.9	10.3	.0085
Oklahoma	7,881,861	23,127	24.6	27.9	15.6	13.4	.2957
Midwest City	647,662	25,125	25.2	31.2	18.2	13.0	.0245
• Oklahoma City	5,620,413	22,271	24.7	27.2	14.9	12.9	.2157
Pottawatomie	646,675	20,122	24.7	25.8	14.7	9.8	.0230
• Shawnee	300,794	18,327	24.6	24.6	12.9	8.8	.0132
SUBURBAN TOTAL	5,061,572	26,195	22.2	29.8	18.9	14.1	.1666
TULSA	**8,783,228**	**23,388**	**23.4**	**28.6**	**16.1**	**12.5**	**.2976**
Creek	749,766	22,716	22.2	28.8	16.5	10.5	.0244
Osage	422,799	20,308	24.1	29.6	13.2	8.0	.0123
Rogers	613,786	25,468	20.9	28.4	19.3	12.5	.0186
Tulsa	6,440,071	23,409	24.2	28.3	15.8	13.1	.2272
• Tulsa	4,924,022	22,480	25.2	27.3	14.8	13.3	.1773
Wagoner	556,806	25,480	19.3	28.9	17.9	13.5	.0151
SUBURBAN TOTAL	3,859,206	24,510	21.4	30.0	17.7	11.6	.1203
OTHER COUNTIES							
Adair	133,643	13,537	28.2	23.5	7.3	3.3	.0048
Alfalfa	71,947	19,403	25.3	25.8	13.2	9.7	.0025
Atoka	106,344	13,987	29.6	19.6	8.0	6.1	.0041
Beaver	87,838	23,141	23.0	32.4	12.9	11.6	.0024
Beckham	226,305	17,853	24.1	25.2	12.2	8.0	.0105
Blaine	147,868	20,629	22.7	24.8	15.2	11.2	.0049
Bryan	249,353	13,476	30.6	19.3	7.4	4.5	.0095
Caddo	319,494	18,211	25.3	24.7	10.7	10.4	.0118
Carter	482,667	19,541	24.0	26.1	13.1	9.9	.0177
Cherokee	269,236	15,088	30.2	23.0	8.2	6.0	.0097
Choctaw	117,520	12,667	26.4	20.3	7.8	4.1	.0044
Cimarron	36,291	16,833	32.1	25.9	8.9	5.9	.0013
Coal	40,117	12,458	29.6	20.1	4.6	4.3	.0014
Cotton	57,772	14,925	28.8	24.9	8.7	3.2	.0021
Craig	125,449	16,308	30.8	25.6	8.2	5.7	.0054
Custer	396,793	22,852	22.4	24.6	15.2	15.5	.0158
Delaware	216,090	14,242	32.6	22.7	6.8	4.5	.0077
Dewey	73,529	23,415	21.7	21.8	18.2	16.4	.0021
Ellis	61,606	20,208	26.8	25.7	13.5	11.3	.0019

S&MM ESTIMATES

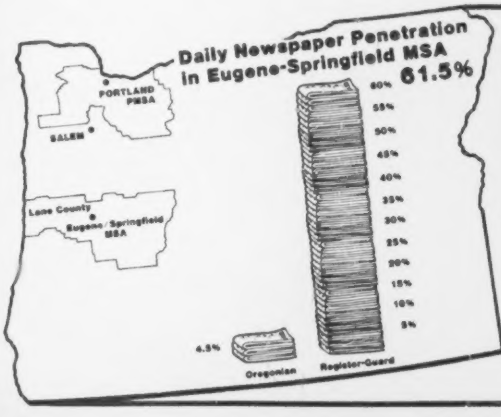
EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Garvin	304,719	19,359	25.0	25.0	14.0	9.6	.0106
Grady	445,295	19,643	25.6	26.2	13.0	9.9	.0153
Grant	69,995	19,806	26.6	26.5	12.7	10.3	.0023
Greer	57,642	12,686	26.5	21.4	5.8	5.1	.0019
Harmon	27,683	10,029	29.6	12.7	3.3	4.5	.0010
Harper	47,679	21,167	23.9	30.9	12.1	9.3	.0015
Haskell	96,029	13,940	29.3	19.1	8.2	6.3	.0035
Hughes	108,258	12,735	28.8	20.0	6.8	4.3	.0042
Jackson	269,453	17,192	32.2	25.4	9.9	6.5	.0116
Jefferson	58,285	11,926	29.3	19.4	5.3	3.2	.0022
Johnston	69,574	11,377	28.9	15.3	7.1	4.1	.0022
Kay	618,215	22,389	24.3	27.6	15.4	12.4	.0212
Kingfisher	163,638	22,905	22.8	31.0	16.4	9.7	.0061
Kiowa	108,408	13,409	27.9	20.5	8.0	5.1	.0041
Latimer	74,514	13,393	27.1	21.3	7.2	5.0	.0024
Le Flore	357,247	15,494	30.1	24.3	8.7	4.9	.0124
Lincoln	300,106	19,343	24.3	28.5	12.5	7.6	.0097
Love	75,536	17,195	26.0	26.1	9.5	7.5	.0023
McCurtain	242,400	13,123	30.1	19.8	7.9	3.4	.0096
McIntosh	140,650	14,335	29.4	21.9	9.3	3.5	.0056
Major	90,341	20,000	26.9	27.0	12.5	10.5	.0033
Marshall	111,189	14,404	30.8	21.2	8.5	5.8	.0038
Mayes	321,720	18,508	27.5	26.1	13.1	7.3	.0110
Murray	110,544	16,762	28.8	26.9	9.6	4.5	.0043
Muskogee	655,856	17,287	25.5	25.3	11.0	7.5	.0243
Muskogee	412,025	16,410	26.2	23.7	9.9	8.2	.0172
Noble	134,717	20,776	26.7	27.9	12.6	11.3	.0044
Nowata	119,575	21,031	22.4	29.7	14.0	8.5	.0035
Okfuskee	97,491	14,875	27.7	20.5	10.4	6.5	.0032
Okmulgee	369,374	16,865	26.9	24.2	11.5	7.6	.0126
Ottawa	299,006	16,742	29.8	26.4	9.7	5.5	.0110
Pawnee	190,615	20,622	25.3	27.2	12.6	11.5	.0058
Payne	667,233	17,180	28.2	23.0	11.8	8.7	.0232
Pittsburg	366,266	15,782	29.5	25.3	8.8	4.6	.0132
Pontotoc	322,521	16,846	25.2	25.2	11.1	7.2	.0127
Pushmataha	96,149	12,684	30.7	19.1	5.5	4.3	.0033
Roger Mills	77,417	24,400	21.6	28.7	12.9	18.3	.0024
Seminole	279,438	18,089	24.7	25.0	12.0	9.0	.0092
☐ Sequoyah	238,850	14,182	32.3	22.5	6.7	3.5	.0088
Stephens	503,594	21,876	23.5	27.6	15.5	11.1	.0169
Texas	183,614	21,663	26.2	31.3	14.1	9.0	.0069
Tillman	78,895	12,064	31.0	17.4	4.7	4.5	.0030
Washington	713,692	29,353	18.6	25.7	18.3	22.2	.0219
Washita	164,087	22,528	24.2	29.0	13.7	13.1	.0054
Woods	127,092	20,840	26.0	25.8	12.6	13.4	.0045
Woodward	286,383	27,708	20.5	26.7	19.5	17.3	.0111
TOTAL METRO COUNTIES	**22,931,174**	**23,224**	**24.0**	**28.1**	**16.1**	**12.7**	**.8123**
TOTAL STATE	**36,153,371**	**20,814**	**25.1**	**26.8**	**14.1**	**10.9**	**1.2829**

OREGON

ORE. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**266.4**	**.1095**	**30.8**	**13.1**	**21.6**	**18.6**	**22.3**	**104.3**	**1,471,299**	**300,932**	**151,348**	**205,214**	**79,879**	**354,887**	**34,458**
Lane	266.4	.1095	30.8	13.1	21.6	18.6	22.3	104.3	1,471,299	300,932	151,348	205,214	79,879	354,887	34,458
• Eugene	105.1	.0432	29.9	17.6	24.0	17.0	20.8	43.8	918,560	163,886	99,773	151,953	62,831	206,366	22,576
• Springfield	40.0	.0164	28.5	14.9	23.4	15.9	18.8	16.3	261,445	55,469	30,178	46,345	11,683	61,196	6,630
SUBURBAN TOTAL	121.3	.0499	32.6	8.7	18.9	20.9	24.5	44.2	291,294	81,577	21,397	6,916	5,365	87,325	5,252
MEDFORD	**141.3**	**.0581**	**33.3**	**9.9**	**18.1**	**19.5**	**27.3**	**53.2**	**792,219**	**139,004**	**65,035**	**127,925**	**32,394**	**184,360**	**15,154**
Jackson	141.3	.0581	33.3	9.9	18.1	19.5	27.3	53.2	792,219	139,004	65,035	127,925	32,394	184,360	15,154
• Medford	43.7	.0180	32.5	10.1	19.3	17.9	27.4	17.4	556,890	54,300	39,648	113,029	24,090	148,602	9,489
SUBURBAN TOTAL	97.6	.0401	33.6	9.7	17.5	20.3	27.3	35.8	235,329	84,704	25,387	14,896	8,304	35,758	5,665
PORTLAND	**1,159.3**	**.4766**	**32.3**	**10.7**	**20.7**	**19.4**	**24.9**	**456.5**	**7,870,161**	**1,334,920**	**822,554**	**1,404,607**	**386,319**	**1,794,760**	**114,739**
Clackamas	256.7	.1055	32.5	8.5	19.0	22.5	22.7	91.7	1,236,147	342,199	111,737	220,857	41,239	239,995	20,285
Multnomah	567.2	.2332	32.8	11.7	21.3	17.3	28.1	236.4	4,316,460	625,991	488,680	834,725	234,703	867,755	50,615
• Portland	408.9	.1681	33.2	11.9	22.1	16.0	30.1	180.1	3,327,654	451,909	380,188	650,596	199,836	599,323	34,275
Washington	276.3	.1136	31.0	10.6	21.7	21.2	20.1	105.6	2,051,133	300,236	200,068	338,203	100,895	596,312	31,466
Yamhill	59.1	.0243	31.7	11.5	17.1	18.5	25.9	20.8	266,421	66,494	22,069	10,822	9,482	90,698	12,373
SUBURBAN TOTAL	750.4	.3085	31.7	10.1	19.9	21.3	22.0	276.4	4,542,507	883,011	442,366	754,011	186,483	1,195,437	80,464
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,371.4*	*.5638*	*32.0*	*10.6*	*20.6*	*19.5*	*24.4*	*535.9*	*8,726,408*	*1,547,019*	*918,268*	*1,560,310*	*418,921*	*1,958,556*	*145,819*
SALEM	**262.2**	**.1079**	**32.1**	**11.0**	**18.4**	**18.5**	**26.2**	**97.2**	**1,238,516**	**241,787**	**128,996**	**199,206**	**57,180**	**293,293**	**30,989**
Marion	215.9	.0888	32.1	10.9	18.5	18.5	26.2	80.1	1,143,072	201,722	116,140	195,660	54,574	283,689	28,687
• Salem	93.8	.0386	31.9	13.2	20.7	17.3	26.4	36.8	778,088	103,559	77,949	150,614	46,262	204,325	22,193
Polk	46.3	.0191	32.2	11.6	17.8	18.6	26.4	17.1	95,444	40,065	12,856	3,546	2,606	9,604	2,302
SUBURBAN TOTAL	168.4	.0693	32.2	9.8	17.1	19.2	26.1	60.4	460,428	138,228	51,047	48,592	10,918	88,968	8,796
OTHER COUNTIES															
Baker	15.8	.0065	35.9	7.8	15.4	19.1	32.1	6.1	74,569	21,434	7,647	4,443	1,755	19,149	1,621
Benton	66.3	.0273	27.7	23.1	21.2	16.7	17.9	25.8	311,209	74,642	40,650	37,790	13,493	60,629	10,106
Corvallis	40.0	.0164	25.3	33.1	21.5	12.6	16.6	14.6	289,284	70,223	36,089	35,421	13,221	59,660	9,644
Clatsop	32.9	.0135	33.6	10.7	17.6	17.2	30.4	12.9	202,991	54,556	29,684	5,166	7,777	39,411	12,508
Columbia	36.6	.0151	32.3	8.3	17.8	20.0	25.2	13.3	104,137	37,772	11,761	1,586	7,115	15,901	8,378
Coos	60.7	.0249	33.5	9.4	17.1	19.8	27.6	23.3	312,590	74,718	26,283	23,870	12,818	73,828	12,047
Crook	13.8	.0057	33.9	9.0	16.2	20.0	28.2	5.2	44,089	17,903	3,509	1,956	638	7,688	1,104
Curry	16.8	.0069	38.6	7.6	14.7	18.4	36.5	7.0	95,973	26,347	10,442	3,585	3,729	19,326	4,239
Deschutes	69.9	.0288	31.8	9.7	20.4	19.9	23.5	26.2	364,508	80,870	36,674	36,704	10,229	77,926	16,858
Douglas	97.0	.0398	32.3	9.4	17.1	19.7	25.7	35.3	445,053	110,035	40,528	40,907	14,966	118,966	15,769
Gilliam	1.8	.0008	35.5	8.7	15.5	19.0	31.6	.8	5,062	550	894			1,523	71
Grant	8.5	.0035	33.8	8.4	16.9	20.5	27.4	3.2	24,431	7,555	1,313	1,034	1,235	6,570	1,361
Harney	7.9	.0032	32.3	9.4	17.3	21.0	24.2	2.9	30,931	8,065	2,518	1,334	806	7,422	193
Hood River	16.2	.0067	33.2	9.5	17.7	19.2	27.5	6.2	92,928	25,380	9,984	6,487	2,589	22,837	1,817
Jefferson	12.8	.0052	30.8	9.8	16.6	19.7	23.4	4.6	60.872	17,295	5,452	1,113	901	21,528	1,744
Josephine	72.3	.0298	35.6	7.7	16.0	19.1	31.6	27.4	363,929	75,122	29,470	29,865	13,390	106,597	11,740
Klamath	58.4	.0240	31.9	10.1	17.8	19.4	25.2	22.1	330,656	75,313	30,508	36,035	13,680	79,860	14,732
Lake	7.7	.0032	33.4	8.6	16.5	20.4	26.9	3.0	34,918	9,973	2,846	198	1,430	9,414	1,343
Lincoln	36.6	.0150	37.3	8.4	17.2	17.3	35.6	15.6	183,831	38,608	34,503	6,293	4,324	31,370	11,536
Linn	89.2	.0367	32.1	9.8	18.1	19.2	25.5	33.4	455,426	92,308	39,370	53,008	16,494	123,026	19,231
Malheur	28.3	.0116	32.0	9.6	15.4	17.8	27.6	9.9	178,507	37,366	16,859	21,639	4,878	45,688	5,994
Morrow	8.3	.0034	31.2	9.6	17.5	20.3	23.0	2.9	22,767	4,844	3,014	830	362	4,548	592
Sherman	2.1	.0008	33.7	7.8	17.0	16.2	31.7	.8	10,738	577	3,797	313			306
Tillamook	21.3	.0088	36.1	8.1	16.8	17.4	33.9	8.6	94,653	29,052	9,084	2,444	2,870	20,654	2,118
Umatilla	61.8	.0254	31.9	10.2	18.0	18.5	25.8	22.2	347,488	90,108	28,422	13,780	9,809	105,482	16,239
Union	24.2	.0100	31.6	11.2	17.5	18.9	25.1	8.7	121,581	29,671	11,064	2,856	5,659	31,611	10,480
Wallowa	7.4	.0030	35.5	7.7	16.3	19.2	31.4	3.0	36,864	10,539	1,964	878	916	14,261	1,220
Wasco	21.6	.0089	33.9	8.2	17.3	18.5	29.6	8.4	144,698	20,864	15,682	18,961	4,587	41,742	10,713
Wheeler	1.4	.0006	39.0	6.6	12.7	19.0	36.3	.7	4,614	920	507	342		2,468	
TOTAL METRO COUNTIES	**1,829.2**	**.7521**	**32.1**	**11.0**	**20.3**	**19.2**	**24.9**	**711.2**	**11,372,195**	**2,016,643**	**1,167,933**	**1,936,952**	**555,772**	**2,627,300**	**195,340**
TOTAL STATE	**2,726.8**	**1.1212**	**32.2**	**10.8**	**19.4**	**19.1**	**25.6**	**1,048.7**	**15,872,208**	**3,089,030**	**1,622,362**	**2,290,369**	**712,222**	**3,736,725**	**389,400**



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EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**2,803,728**	**21,035**	**25.8**	**29.9**	**14.0**	**8.6**	**.0988**
Lane	2,803,728	21,035	25.8	29.9	14.0	8.6	.0988
• Eugene	1,178,395	19,240	26.6	25.3	12.9	10.1	.0471
• Springfield	379,301	19,406	27.6	32.3	11.8	4.3	.0150
SUBURBAN TOTAL	1,246,032	23,364	24.3	33.3	15.9	8.8	.0367
MEDFORD	**1,342,066**	**19,356**	**29.2**	**29.7**	**11.8**	**6.7**	**.0502**
Jackson	1,342,066	19,356	29.2	29.7	11.8	6.7	.0502
• Medford	450,051	19,410	28.7	28.8	11.9	7.6	.0225
SUBURBAN TOTAL	892,015	19,330	29.3	30.2	11.8	6.2	.0277
PORTLAND	**14,952,982**	**26,078**	**22.0**	**28.3**	**18.2**	**15.5**	**.5060**
Clackamas	3,120,997	28,209	20.5	30.6	20.4	15.6	.0986
Multnomah	7,043,219	22,636	24.5	27.7	15.9	12.1	.2524
• Portland	5,092,688	20,940	25.6	26.6	14.1	11.3	.1867
Washington	4,202,953	33,035	17.1	27.2	22.0	24.3	.1349
Yamhill	585,813	22,429	25.0	31.1	15.6	9.2	.0201
SUBURBAN TOTAL	9,860,294	29,395	19.6	29.5	20.9	18.2	.3193
PORTLAND - VANCOUVER CONSOLIDATED AREA	***17,391,998***	***26,065***	***21.9***	***28.7***	***18.2***	***15.1***	***.5817***
SALEM	**2,548,961**	**20,267**	**28.0**	**29.8**	**13.5**	**7.4**	**.0897**
Marion	2,107,788	20,189	28.4	29.6	13.2	7.6	.0765
• Salem	956,432	19,005	29.3	27.8	11.8	7.9	.0396
Polk	441,173	20,600	26.3	30.6	14.7	6.2	.0132
SUBURBAN TOTAL	1,592,529	21,064	27.2	31.0	14.5	7.1	.0501
OTHER COUNTIES							
Baker	130,717	16,682	30.4	26.0	10.3	4.4	.0050
Benton	747,430	23,038	24.7	25.8	16.3	13.9	.0242
Corvallis	430,700	19,787	27.4	24.1	13.9	11.6	.0164
Clatsop	336,237	19,379	27.9	27.1	12.8	8.6	.0125
Columbia	355,982	22,832	23.5	32.6	16.5	7.3	.0111
Coos	548,951	18,909	29.0	30.8	11.9	4.7	.0205
Crook	126,858	18,970	31.0	29.5	12.4	4.7	.0042
Curry	156,176	16,976	31.6	26.2	9.8	5.5	.0059
Deschutes	673,068	20,402	28.5	31.0	13.1	6.9	.0245
Douglas	830,797	19,600	27.9	33.0	11.5	4.3	.0309
Gilliam	26,699	25,765	24.7	28.2	20.0	15.0	.0007
Grant	70,718	17,851	31.0	30.6	9.5	4.0	.0024
Harney	68,418	19,560	30.4	32.5	11.8	4.3	.0025
Hood River	154,438	19,036	29.3	28.6	12.5	6.7	.0057
Jefferson	119,309	20,777	29.5	32.6	12.6	7.0	.0044
Josephine	600,262	16,814	31.2	26.7	9.8	4.7	.0234
Klamath	523,117	18,864	28.0	29.5	12.0	5.4	.0202
Lake	68,553	19,065	29.2	31.5	12.0	4.1	.0026
Lincoln	433,010	20,803	27.1	27.3	14.2	10.2	.0140
Linn	866,886	21,185	26.3	31.1	14.4	7.3	.0311
Malheur	233,128	18,015	30.2	27.6	11.2	6.0	.0098
Morrow	90,708	25,473	24.8	28.4	19.9	12.8	.0026
Sherman	23,916	23,650	25.0	28.3	17.3	13.0	.0008
Tillamook	190,714	16,766	32.6	25.8	10.1	4.7	.0068
Umatilla	577,070	20,408	29.5	30.4	14.1	6.6	.0219
Union	233,900	21,173	25.6	29.0	15.4	8.3	.0084
Wallowa	69,083	17,933	31.2	28.6	8.9	6.6	.0024
Wasco	210,206	20,548	25.0	33.0	11.1	7.0	.0083
Wheeler	12,200	11,900	35.1	18.0	5.3	2.9	.0004
TOTAL METRO COUNTIES	**21,647,737**	**23,739**	**23.9**	**28.8**	**16.5**	**12.7**	**.7447**
TOTAL STATE	**30,126,288**	**22,306**	**25.3**	**29.1**	**15.3**	**10.8**	**1.0519**

PENNSYLVANIA

PA.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALLENTOWN - BETHLEHEM	**660.7**	**.2717**	**35.0**	**10.5**	**16.5**	**19.4**	**30.5**	**253.0**	**4,035,091**	**816,005**	**341,364**	**450,698**	**171,473**	**971,098**	**123,677**
Carbon	54.4	.0224	37.7	8.9	14.6	17.9	35.4	21.3	182,032	60,056	11,457	5,652	7,772	42,823	7,869
Lehigh	281.7	.1159	35.1	10.6	16.9	19.5	30.5	110.6	2,283,561	395,449	208,916	341,636	117,336	533,646	62,572
• Allentown	105.6	.0434	35.7	12.4	16.3	16.6	34.2	44.4	889,621	145,218	99,884	71,681	39,654	268,623	26,675
Northampton	235.0	.0966	34.8	11.2	16.1	19.1	30.5	88.4	1,008,619	239,773	86,190	77,585	31,227	252,038	35,452
• Bethlehem	71.0	.0292	35.0	14.8	15.1	16.5	33.5	27.9	385,418	95,587	29,670	39,437	18,340	88,712	19,444
• Easton	26.5	.0109	32.5	15.2	15.7	14.9	31.3	10.1	164,549	53,770	15,543	9,426	10,819	7,575	5,718
Warren, N. J.	*89.6*	*.0368*	*33.9*	*9.4*	*16.9*	*20.3*	*27.8*	*32.7*	*560,879*	*120,727*	*34,801*	*25,825*	*15,138*	*142,591*	*17,784*
SUBURBAN TOTAL	457.6	.1882	35.0	9.1	16.7	20.7	29.2	170.6	2,595,503	521,430	196,267	330,154	102,660	606,188	71,840
ALTOONA	**135.4**	**.0556**	**34.7**	**9.9**	**15.4**	**18.0**	**31.5**	**51.1**	**801,616**	**176,416**	**52,853**	**106,932**	**44,685**	**207,886**	**30,807**
Blair	135.4	.0556	34.7	9.9	15.4	18.0	31.5	51.1	801,616	176,416	52,853	106,932	44,685	207,886	30,807
• Altoona	54.8	.0225	35.9	10.5	14.5	16.6	34.5	21.3	405,895	84,946	30,983	37,910	28,249	122,469	15,427
SUBURBAN TOTAL	80.6	.0331	34.0	9.5	16.1	19.0	29.4	29.8	395,721	91,470	21,870	69,022	16,436	85,417	15,380
BEAVER COUNTY	**194.6**	**.0800**	**34.8**	**10.4**	**15.5**	**19.2**	**30.6**	**71.7**	**872,971**	**245,302**	**62,749**	**153,741**	**39,638**	**148,856**	**36,824**
Beaver	194.6	.0800	34.8	10.4	15.5	19.2	30.6	71.7	872,971	244,302	62,749	153,741	39,638	148,856	36,824
SUBURBAN TOTAL	194.6	.0800	34.8	10.4	15.5	19.2	30.6	71.7	872,971	244,302	62,749	153,741	39,638	148,856	36,824
ERIE	**281.9**	**.1159**	**31.7**	**12.3**	**16.5**	**17.7**	**26.8**	**102.7**	**1,499,920**	**327,284**	**139,224**	**180,758**	**81,602**	**346,443**	**54,311**
Erie	281.9	.1159	31.7	12.3	16.5	17.7	26.8	102.7	1,499,920	327,284	139,224	180,758	81,602	346,443	54,311
• Erie	117.1	.0481	32.1	12.9	16.7	14.8	30.4	45.4	634,061	193,096	62,801	36,548	41,585	128,357	31,158
Millcreek Township	45.4	.0187	33.7	10.4	16.8	20.5	27.3	16.9	427,332	31,251	36,903	118,289	28,653	98,418	9,604
SUBURBAN TOTAL	164.8	.0678	31.4	11.9	16.5	19.7	24.3	57.3	865,859	134,188	76,423	144,210	40,017	218,086	23,153
HARRISBURG - LEBANON - CARLISLE	**580.9**	**.2388**	**33.6**	**11.0**	**17.3**	**19.6**	**28.0**	**222.8**	**4,165,367**	**902,867**	**335,554**	**457,242**	**188,557**	**971,384**	**131,515**
Cumberland	189.9	.0781	33.4	12.7	16.8	20.6	26.7	71.1	1,728,549	381,417	136,222	180,918	85,352	333,715	58,648
• Carlisle	19.7	.0081	32.8	18.5	16.1	16.5	29.9	7.9	416,561	131,549	29,847	46,586	11,708	62,988	14,413
Dauphin	238.1	.0979	33.9	10.4	17.8	18.8	29.2	95.6	1,624,103	349,994	153,283	192,974	69,374	392,660	53,324
• Harrisburg	52.3	.0215	33.2	10.2	17.4	15.5	31.3	22.9	424,832	85,579	46,306	35,227	15,955	115,721	13,277
Lebanon	112.8	.0463	34.0	10.0	16.4	19.5	28.9	41.5	688,468	143,644	39,319	79,355	30,175	199,821	16,140
• Lebanon	26.6	.0109	35.3	10.6	15.3	17.0	33.4	11.1	237,673	44,824	15,704	18,777	13,388	56,810	10,182
Perry	40.1	.0165	32.0	9.5	18.4	19.6	24.8	14.6	124,247	27,812	6,730	3,995	3,656	45,188	3,403
SUBURBAN TOTAL	482.3	.1983	33.6	10.8	17.4	20.3	27.3	180.9	3,086,301	640,915	243,697	356,652	147,506	735,865	93,643
JOHNSTOWN	**259.3**	**.1066**	**34.1**	**10.8**	**15.5**	**17.0**	**31.6**	**94.8**	**1,043,153**	**247,291**	**69,345**	**126,654**	**51,383**	**243,123**	**36,418**
Cambria	176.3	.0725	34.1	11.2	15.4	16.6	32.0	64.1	746,260	180,949	47,597	106,356	33,154	144,974	28,130
• Johnstown	32.9	.0135	38.1	10.4	14.4	15.2	38.1	13.8	230,185	66,443	14,952	14,768	10,445	55,376	10,374
Somerset	83.0	.0341	34.1	9.8	15.9	17.9	30.7	30.7	296,893	66,342	21,748	20,298	18,229	98,149	8,288
SUBURBAN TOTAL	226.4	.0931	33.7	10.8	15.7	17.3	30.6	81.0	812,968	180,848	54,393	111,886	40,938	187,747	26,044

PA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LANCASTER	389.1	.1600	32.3	11.7	16.9	19.2	26.3	140.7	2,433,663	521,935	221,098	255,881	150,169	557,888	73,891
Lancaster	389.1	.1600	32.3	11.7	16.9	19.2	26.3	140.7	2,433,663	521,935	221,098	255,881	150,169	557,888	73,891
• Lancaster	57.3	.0236	31.1	14.8	17.2	15.2	28.1	22.8	556,908	56,169	39,871	151,591	40,293	127,432	9,315
SUBURBAN TOTAL	331.8	.1364	32.6	11.1	16.8	19.8	26.1	117.9	1,876,755	465,766	181,227	104,290	109,876	430,456	64,576
PHILADELPHIA	4,827.4	1.9849	33.4	11.1	16.8	19.3	28.0	1,773.3	31,122,684	6,102,247	2,809,543	3,676,526	1,615,370	7,184,748	1,124,643
Bucks	518.4	.2131	31.9	10.6	17.6	21.5	23.0	181.1	3,746,489	693,876	259,804	411,860	139,815	1,176,341	88,099
Bensalem Township	57.9	.0238	29.8	11.1	24.3	18.5	19.0	22.3	567,105	134,170	36,215	143,798	12,906	94,166	12,080
Bristol Township	60.4	.0248	30.1	12.2	18.0	18.4	22.7	19.9	216,912	60,637	15,648	2,267	8,895	57,612	8,387
Chester	337.9	.1390	32.6	10.8	17.5	21.8	23.9	119.9	1,791,229	354,508	152,501	114,098	103,302	517,208	59,093
Delaware	556.5	.2288	34.7	11.5	15.8	18.2	31.3	204.8	4,008,360	840,881	307,846	555,543	195,151	933,888	128,973
Chester	44.4	.0183	31.5	12.6	15.5	15.0	29.5	16.4	174,708	23,696	14,318	2,922	6,499	45,315	6,159
Haverford Township	52.4	.0215	36.1	10.9	15.2	18.1	33.4	18.3	196,443	34,947	18,638	8,831	15,672	57,950	6,160
Upper Darby Township	84.5	.0347	35.9	10.7	17.3	16.2	34.8	34.6	565,343	177,870	37,222	75,676	17,887	89,158	36,085
Montgomery	667.1	.2743	35.4	10.2	16.3	20.4	30.1	246.3	6,213,199	1,058,698	470,122	988,874	297,004	1,497,363	211,708
Abington Township	59.5	.0245	38.6	9.5	14.4	19.0	35.7	22.0	561,994	51,828	28,940	105,641	18,399	247,761	10,732
Lower Merion Township	60.2	.0248	39.7	10.6	12.9	20.4	36.6	23.2	788,916	128,340	61,121	88,803	44,196	240,516	23,455
• Norristown	34.6	.0142	32.8	12.0	18.5	17.5	28.5	13.1	322,850	99,020	16,414	35,731	6,386	84,016	14,848
Philadelphia	1,645.1	.6764	34.0	11.7	16.4	17.5	30.8	635.3	8,420,474	1,833,836	1,059,001	732,775	552,459	1,230,282	432,947
• Philadelphia	1,645.1	.6764	34.0	11.7	16.4	17.5	30.8	635.2	8,420,474	1,833,836	1,059,001	732,775	552,459	1,230,282	432,947
Burlington, N. J.	*394.2*	*.1621*	*31.3*	*11.9*	*17.7*	*21.5*	*22.0*	*132.4*	*2,300,973*	*391,616*	*207,515*	*286,736*	*101,549*	*733,507*	*49,117*
Camden, N. J.	*489.1*	*.2011*	*32.6*	*10.3*	*17.1*	*19.4*	*26.5*	*178.1*	*3,255,466*	*633,562*	*269,643*	*353,886*	*187,935*	*746,908*	*115,836*
• Camden	*83.2*	*.0342*	*27.7*	*11.3*	*14.9*	*15.7*	*23.5*	*29.1*	*210,611*	*52,202*	*25,478*	*7,885*	*5,495*	*8,038*	*19,838*
Cherry Hill Township	*70.2*	*.0289*	*36.3*	*8.5*	*13.2*	*25.8*	*26.7*	*23.6*	*922,793*	*96,995*	*64,989*	*142,614*	*63,046*	*297,147*	*21,460*
Gloucester Township	*49.4*	*.0203*	*30.0*	*10.7*	*22.0*	*20.2*	*18.9*	*17.3*	*120,851*	*46,812*	*9,789*	*6,619*	*2,082*	*5,911*	*4,049*
Gloucester, N. J.	*219.1*	*.0901*	*31.3*	*11.3*	*17.8*	*19.9*	*23.4*	*75.4*	*1,386,494*	*295,270*	*83,111*	*232,754*	*38,155*	*349,251*	*38,870*
SUBURBAN TOTAL	3,064.5	1.2601	33.2	10.8	17.0	20.4	26.6	1,095.9	22,168,749	4,117,189	1,708,650	2,900,135	1,051,030	5,862,412	657,010
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,834.2*	*2.3989*	*33.3*	*11.2*	*16.8*	*19.4*	*27.7*	*2,132.1*	*37,891,926*	*7,467,436*	*3,353,445*	*4,561,701*	*1,970,309*	*8,697,439*	*1,346,012*
PITTSBURGH	2,139.6	.8797	35.5	10.6	16.2	18.4	32.2	835.5	12,087,280	2,529,481	1,188,963	1,719,350	601,040	2,841,648	427,717
Allegheny	1,380.0	.5674	35.7	11.1	16.4	18.1	32.7	550.3	8,530,801	1,728,673	921,727	1,257,628	429,211	1,967,151	308,832
• McKeesport	28.1	.0116	38.7	10.0	14.7	15.1	38.7	12.0	177,305	40,135	16,450	6,891	10,064	62,071	6,162
Penn Hills Township	54.9	.0226	34.1	10.3	17.0	19.8	28.7	19.9	215,698	85,625	17,971	17,384	6,378	31,998	9,745
• Pittsburgh	393.0	.1616	34.9	13.9	16.6	15.4	34.5	163.7	2,612,685	520,047	378,392	311,299	126,885	547,353	115,418
Fayette	160.1	.0658	34.9	9.5	15.2	17.3	32.6	59.9	680,254	168,569	47,941	96,709	26,619	145,741	28,779
Washington	214.9	.0884	35.4	10.4	15.5	18.8	31.8	80.7	958,458	217,219	75,944	105,561	34,735	271,176	30,889
Westmoreland	384.6	.1581	35.1	9.7	16.1	19.5	30.6	144.6	1,917,767	415,020	143,351	259,452	110,475	457,580	59,217
Hempfield Township	43.3	.0178	33.0	9.2	18.4	20.9	25.4	15.4	293,878	35,774	14,312	92,439	8,911	110,355	2,881
SUBURBAN TOTAL	1,718.5	.7065	35.5	9.9	16.1	19.1	31.6	659.8	9,297,290	1,969,299	794,121	1,401,160	464,091	2,232,224	306,137
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	*2,334.2*	*.9597*	*35.4*	*10.6*	*16.1*	*18.5*	*32.1*	*907.2*	*12,960,251*	*2,773,783*	*1,251,712*	*1,873,091*	*640,678*	*2,990,504*	*464,541*
READING	323.7	.1331	35.6	10.2	15.9	19.3	31.6	125.4	2,249,105	417,434	188,745	257,302	115,087	541,854	56,264
Berks	323.7	.1331	35.6	10.2	15.9	19.3	31.6	125.4	2,249,105	417,434	188,745	257,302	115,087	541,854	56,264
• Reading	78.6	.0323	36.1	11.4	14.7	15.8	35.4	33.7	539,136	70,351	55,701	16,192	44,233	148,523	12,395
SUBURBAN TOTAL	245.1	.1008	35.5	9.9	16.3	20.3	30.4	91.7	1,709,969	347,083	133,044	241,110	70,854	393,331	43,869
SCRANTON - WILKES-BARRE	731.2	.3006	36.7	10.2	15.0	18.0	34.2	278.7	4,039,737	901,554	356,727	513,015	165,922	837,511	174,056
Columbia	63.0	.0259	33.5	14.3	15.1	18.0	29.7	23.1	270,894	70,724	25,515	28,891	12,243	56,018	10,116
Lackawanna	223.4	.0918	37.5	10.2	14.5	17.4	35.6	85.1	1,332,364	290,390	112,907	186,713	48,501	279,949	67,759
• Scranton	83.2	.0342	38.8	11.3	14.0	15.2	38.8	33.4	583,204	110,104	46,167	96,263	17,078	147,873	26,005
Luzerne	333.1	.1369	38.1	9.4	14.6	17.9	36.0	128.4	1,824,685	400,843	167,242	234,322	87,473	371,191	73,531
• Hazleton	25.8	.0106	41.9	9.3	12.9	16.9	41.2	10.7	245,223	56,314	17,645	42,057	13,187	56,991	10,642

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PA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Wilkes-Barre	48.7	.0200	38.9	12.0	13.9	15.6	38.5	20.0	450,790	87,335	42,301	110,625	35,000	29,126	15,468
Monroe	82.9	.0341	34.5	10.7	16.6	19.6	29.7	32.0	498,831	111,423	42,878	56,861	14,787	105,303	17,193
Wyoming	28.8	.0119	31.6	9.1	17.6	18.8	25.3	10.1	112,963	28,174	8,185	6,228	2,91[illegible]	25,050	5,457
SUBURBAN TOTAL	573.5	.2358	36.1	10.0	15.3	18.6	32.8	214.6	2,760,520	647,801	250,614	264,070	100,65[illegible]	603,521	121,941
SHARON	**126.6**	**.0520**	**34.4**	**11.6**	**14.9**	**18.3**	**30.8**	**46.5**	**579,428**	**123,092**	**53,090**	**83,823**	**28,520**	**155,933**	**16,474**
Mercer	126.6	.0520	34.4	11.6	14.9	18.3	30.8	46.5	579,428	123,092	53,090	83,823	28,520	155,933	16,474
• Sharon	16.7	.0069	35.9	10.6	15.2	16.2	34.9	6.7	100,050	19,341	7,865	7,957	7,828	30,598	2,946
SUBURBAN TOTAL	109.9	.0451	34.2	11.7	14.8	18.6	30.3	39.8	479,378	103,751	45,225	75,866	20,692	125,335	13,528
STATE COLLEGE	**115.9**	**.0476**	**26.4**	**27.7**	**17.3**	**16.3**	**18.8**	**39.1**	**595,039**	**115,912**	**60,671**	**58,978**	**31,103**	**129,068**	**20,711**
Centre	115.9	.0476	26.4	27.7	17.3	16.3	18.8	39.1	595,039	115,912	60,671	58,978	31,103	129,068	20,711
• State College	34.6	.0142	22.9	60.6	14.3	7.1	10.4	9.9	348,014	56,910	42,445	49,360	15,467	100,074	10,208
SUBURBAN TOTAL	81.3	.0334	31.0	13.7	18.6	20.2	22.4	29.2	247,025	59,002	18,226	9,618	15,636	28,994	10,503
WILLIAMSPORT	**118.3**	**.0487**	**33.6**	**10.9**	**16.2**	**18.5**	**29.2**	**43.9**	**637,237**	**146,761**	**46,620**	**81,809**	**31,105**	**156,397**	**21,388**
Lycoming	118.3	.0487	33.6	10.9	16.2	18.5	29.2	43.9	637,237	146,761	46,620	81,809	31,105	156,397	21,388
• Williamsport	32.4	.0133	32.5	14.7	15.4	15.4	30.7	12.8	234,419	33,223	14,579	27,955	17,791	61,306	8,104
SUBURBAN TOTAL	85.9	.0354	34.0	9.5	16.3	19.7	28.8	31.1	402,818	113,538	32,041	53,854	13,314	95,091	13,284
YORK	**397.5**	**.1633**	**33.2**	**10.5**	**17.3**	**20.1**	**26.8**	**149.1**	**1,989,749**	**425,065**	**171,504**	**234,820**	**99,945**	**477,094**	**54,565**
Adams	70.7	.0290	32.1	12.3	16.6	19.0	26.1	25.1	240,877	61,444	37,919	6,903	9,888	49,267	6,422
York	326.8	.1343	33.4	10.1	17.5	20.4	26.9	124.0	1,748,872	363,621	133,585	227,917	90,057	427,827	48,143
• York	44.0	.0181	33.0	12.2	17.0	15.4	31.2	18.6	229,758	31,957	23,460	9,598	17,405	67,056	9,347
SUBURBAN TOTAL	353.5	.1452	33.2	10.3	17.4	20.7	26.2	130.5	1,759,991	393,108	148,044	225,222	82,540	410,038	45,218
OTHER COUNTIES															
Armstrong	79.0	.0325	35.2	9.9	15.1	17.8	32.4	30.2	303,947	89,891	22,621	17,591	12,269	74,141	14,577
Bedford	48.0	.0198	34.1	9.4	15.0	19.7	28.9	17.5	212,778	41,332	31,607	3,995	7,651	53,585	8,349
Bradford	65.0	.0268	32.6	9.5	15.7	19.3	26.9	23.7	245,553	58,277	14,030	14,166	7,934	74,601	14,915
Butler	153.9	.0633	31.9	12.0	17.0	19.1	25.6	54.6	669,715	135,006	61,449	87,950	37,505	169,491	23,086
Cameron	6.4	.0026	35.9	8.8	15.1	18.3	32.8	2.7	21,435	7,094	1,191	2,024	389	2,[illegible]21	1,487
Clarion	43.8	.0180	30.6	17.0	14.4	17.8	25.9	14.9	180,308	36,007	17,954	14,551	6,544	40,886	7,871

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PA. (cont.) S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Clearfield	83.9	.0345	33.5	9.8	15.3	18.1	29.7	30.7	467,873	98,365	24,618	55,316	23,199	131,696	13,783
Clinton	39.3	.0161	33.2	13.5	14.6	18.3	29.0	14.2	205,243	40,284	10,809	13,821	7,160	46,869	6,821
Crawford	88.7	.0365	33.1	10.7	15.8	18.3	28.7	32.4	384,557	89,094	39,160	37,587	13,178	91,017	10,730
Elk	38.6	.0159	33.6	9.8	14.7	18.5	29.4	13.8	132,199	38,649	6,596	9,637	5,925	34,564	7,719
Forest	4.9	.0020	37.6	8.2	14.0	18.8	34.7	1.9	17,165	4,303	1,681	512	144	2,938	
Franklin	119.2	.0490	33.7	9.9	16.4	20.0	27.8	44.4	488,297	106,205	38,812	53,394	15,548	118,675	20,703
Fulton	14.0	.0058	32.9	9.4	15.6	20.3	26.5	5.3	29,703	9,080	2,765	1,336	635	10,093	1,357
Greene	41.6	.0171	33.0	10.2	16.3	16.7	30.1	15.3	160,599	42,921	9,415	17,935	5,310	47,599	5,371
Huntingdon	43.3	.0178	33.0	11.5	16.5	19.1	27.7	15.2	145,289	39,964	11,788	8,700	4,347	25,158	4,242
Indiana	94.6	.0389	30.1	17.4	15.7	16.4	25.8	32.4	414,502	56,679	33,475	75,688	19,225	119,836	12,239
Jefferson	50.1	.0206	34.3	10.0	15.2	18.0	30.9	19.0	197,443	46,461	10,442	12,249	8,246	50,128	6,731
Juniata	20.4	.0084	33.7	9.6	15.8	19.7	28.3	7.5	61,656	14,661	3,646	3,358	1,499	23,648	1,983
Lawrence	103.5	.0426	35.0	10.9	15.4	18.0	31.9	38.4	446,754	121,968	32,426	45,061	17,266	98,704	16,716
McKean	48.9	.0201	35.1	9.6	14.2	17.7	32.4	18.4	210,771	53,275	16,350	23,668	7,546	53,589	10,272
Mifflin	47.6	.0196	34.6	9.0	15.2	19.6	29.8	17.9	179,205	41,476	14,386	17,951	6,424	31,003	13,403
Montour	16.9	.0069	35.8	9.9	15.4	19.1	32.1	6.0	89,427	14,940	6,553	2,193	3,024	45,039	4,016
Northumberland	100.9	.0415	37.3	8.7	14.7	18.2	34.8	40.1	423,807	106,656	20,369	29,663	21,738	108,685	22,362
Pike	22.1	.0091	40.6	6.9	13.8	18.7	38.8	8.9	62,305	13,309	8,500	1,080	1,661	10,886	1,560
Potter	18.6	.0077	33.3	9.0	14.6	18.4	29.2	6.8	53,395	14,263	2,708	494	2,474	16,668	2,520
Schuylkill	159.5	.0655	38.8	8.5	14.2	17.7	37.0	63.0	760,734	208,788	50,817	112,822	42,875	129,143	36,554
Snyder	36.1	.0149	31.9	12.8	17.0	19.5	25.2	12.5	307,912	48,867	26,385	66,411	13,745	80,115	4,708
Sullivan	6.5	.0027	35.5	10.4	13.5	16.3	34.3	2.3	24,795	4,863	1,434	4,155	257	5,343	1,248
Susquehanna	40.9	.0168	33.9	8.9	15.3	19.7	28.7	14.7	124,705	29,677	8,343	1,654	3,755	37,673	4,743
Tioga	42.0	.0173	32.1	12.6	14.6	19.1	26.6	14.7	134,057	30,063	10,548	10,225	3,563	34,732	5,203
Union	34.0	.0139	31.3	15.9	17.2	19.3	24.5	11.0	138,130	35,430	20,372	7,632	4,579	24,864	7,374
Venango	64.2	.0264	33.8	9.6	16.6	18.9	29.1	23.8	263,262	55,759	21,783	40,816	12,434	59,748	9,431
Warren	47.4	.0195	34.8	9.1	15.4	19.5	30.1	17.6	491,163	55,724	19,034	30,164	8,657	76,792	10,366
Wayne	39.6	.0163	35.6	8.4	14.8	18.4	32.5	14.8	255,148	55,597	14,071	14,942	15,023	49,048	8,778
TOTAL METRO COUNTIES	**10,090.1**	**4.1484**	**34.3**	**11.1**	**16.3**	**18.8**	**30.0**	**3,809.7**	**60,648,228**	**12,556,471**	**5,502,980**	**7,458,328**	**3,072,822**	**13,798,674**	**2,161,654**
TOTAL STATE	**11,953.5**	**4.9148**	**34.2**	**11.0**	**16.3**	**18.7**	**30.0**	**4,496.3**	**68,952,060**	**14,401,399**	**6,119,118**	**8,297,069**	**3,414,551**	**15,778,152**	**2,482,872**

S&MM'S FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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PA.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALLENTOWN - BETHLEHEM	**8,327,706**	**26,029**	**21.6**	**29.7**	**18.7**	**13.8**	**.2760**
Carbon	564,075	20,929	27.2	31.9	13.5	7.0	.0177
Lehigh	3,902,634	28,242	19.9	28.2	20.5	16.8	.1350
• Allentown	1,350,426	22,999	23.0	27.4	17.1	11.9	.0494
Northampton	2,652,213	23,932	23.1	31.3	17.2	10.0	.0842
• Bethlehem	820,316	22,219	23.4	27.5	16.2	10.6	.0274
• Easton	239,320	16,727	27.2	27.3	9.3	5.6	.0095
Warren, N. J.	*1,208,784*	*29,113*	*19.3*	*29.2*	*20.2*	*18.6*	*.0391*
SUBURBAN TOTAL	5,917,644	27,801	20.5	30.9	20.1	15.3	.1897
ALTOONA	**1,359,232**	**20,600**	**27.3**	**30.6**	**14.2**	**6.7**	**.0501**
Blair	1,359,232	20,600	27.3	30.6	14.2	6.7	.0501
• Altoona	538,251	19,185	27.8	28.4	13.4	6.1	.0218
SUBURBAN TOTAL	820,981	21,600	27.0	32.2	14.7	7.1	.0283

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BEAVER COUNTY	**2,335,729**	**27,555**	**19.1**	**30.0**	**20.8**	**13.2**	**.0729**
Beaver	2,335,729	27,555	19.1	30.0	20.8	13.2	.0729
SUBURBAN TOTAL	2,335,729	27,555	19.1	30.0	20.8	13.2	.0729
ERIE	**3,223,391**	**24,555**	**22.7**	**30.8**	**17.4**	**11.7**	**.1077**
Erie	3,223,391	24,555	22.7	30.8	17.4	11.7	.1077
• Erie	1,274,469	21,480	24.6	29.1	15.1	8.9	.0439
Millcreek Township	627,362	29,322	20.4	32.3	20.5	17.4	.0229
SUBURBAN TOTAL	1,948,922	27,008	21.2	32.2	19.3	13.9	.0638
HARRISBURG - LEBANON - CARLISLE	**7,455,532**	**26,218**	**21.7**	**30.9**	**18.6**	**14.3**	**.2575**
Cumberland	2,612,468	28,909	19.5	31.1	20.4	17.6	.0948
• Carlisle	258,709	22,668	24.6	28.5	14.2	13.9	.0144
Dauphin	3,222,380	26,260	21.2	29.2	18.5	15.5	.1065
• Harrisburg	594,003	18,488	26.6	25.4	11.5	9.4	.0229

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FOR RESULTS
(SEE PAGE B26)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Lebanon	1,224,604	23,496	24.9	33.4	16.6	8.7	.0438
• Lebanon	277,711	18,505	28.9	27.9	11.6	6.8	.0117
Perry	396,080	22,114	27.5	34.6	15.0	5.9	.0124
SUBURBAN TOTAL	6,325,109	27,818	20.5	31.9	20.1	15.4	.2085
JOHNSTOWN	**2,332,733**	**18,823**	**28.3**	**30.4**	**11.3**	**5.4**	**.0818**
Cambria	1,599,669	19,125	27.4	30.6	11.9	5.5	.0566
• Johnstown	273,419	14,556	29.3	25.5	7.6	2.9	.0120
Somerset	733,064	18,277	30.0	30.2	10.1	5.1	.0252
SUBURBAN TOTAL	2,059,314	19,607	28.1	31.3	11.9	5.8	.0698
LANCASTER	**4,634,317**	**25,755**	**22.9**	**31.8**	**18.3**	**12.9**	**.1592**
Lancaster	4,634,317	25,755	22.9	31.8	18.3	12.9	.1592
• Lancaster	568,244	18,759	30.3	28.7	12.3	5.7	.0256
SUBURBAN TOTAL	4,066,073	27,252	21.4	32.5	19.5	14.3	.1336
PHILADELPHIA	**63,471,921**	**27,233**	**19.9**	**26.5**	**18.3**	**18.4**	**2.0940**
Bucks	6,907,232	31,217	17.4	29.2	22.7	19.8	.2348
Bensalem Township	734,607	27,442	20.9	31.1	20.5	14.0	.0286
Bristol Township	689,814	29,342	18.4	33.1	23.5	13.9	.0210
Chester	5,190,456	33,482	16.7	25.7	20.8	26.8	.1512
Delaware	7,665,384	29,076	19.5	27.1	19.6	20.0	.2557
Chester	396,355	17,075	25.6	23.1	13.0	7.2	.0139
Haverford Township	789,920	34,630	16.0	25.6	22.2	27.2	.0216
Upper Darby Township	1,134,153	25,455	22.8	29.4	17.7	14.7	.0375
Montgomery	10,680,386	32,471	17.0	27.4	20.6	25.0	.3603
Abington Township	1,016,818	33,533	16.4	27.7	19.7	27.6	.0334
Lower Merion Township	1,405,618	42,105	14.0	19.7	15.1	42.2	.0446
• Norristown	381,014	21,813	27.2	29.0	15.3	10.0	.0158
Philadelphia	18,192,275	20,383	23.4	24.7	14.1	11.9	.6116
• Philadelphia	18,192,275	20,383	23.4	24.7	14.1	11.9	.6116
Burlington, N. J.	*5,604,817*	*32,965*	*17.1*	*27.1*	*21.9*	*24.4*	*.1732*
Camden, N. J.	*6,472,120*	*27,578*	*20.0*	*25.9*	*18.0*	*19.7*	*.2148*
• Camden	*615,581*	*14,403*	*28.1*	*21.3*	*9.2*	*5.0*	*.0214*
Cherry Hill Township	*1,258,564*	*44,395*	*11.4*	*18.3*	*21.9*	*41.3*	*.0456*
Gloucester Township	*661,362*	*31,375*	*17.5*	*29.4*	*22.3*	*20.4*	*.0176*
Gloucester, N. J.	*2,759,251*	*30,210*	*18.6*	*28.0*	*22.4*	*18.1*	*.0924*
SUBURBAN TOTAL	44,283,051	31,521	17.7	27.4	21.0	22.7	1.4452
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***77,440,647***	***27,596***	***19.8***	***26.3***	***18.4***	***19.0***	***2.5485***
PITTSBURGH	**26,285,320**	**24,121**	**22.2**	**28.6**	**16.8**	**12.9**	**.8623**
Allegheny	17,968,641	24,803	21.7	27.8	17.1	14.3	.5882
• McKeesport	308,544	18,330	24.8	23.9	13.6	8.7	.0111
Penn Hills Township	689,853	28,810	18.4	34.0	21.9	14.9	.0205
• Pittsburgh	4,433,487	18,585	25.1	25.0	12.3	9.5	.1598
Fayette	1,409,035	18,023	25.7	28.6	11.4	5.4	.0506
Washington	2,518,357	24,705	22.5	28.5	18.1	12.6	.0793
Westmoreland	4,389,287	24,234	22.9	31.3	17.2	10.7	.1442
Hempfield Township	516,316	27,692	19.8	34.8	20.9	12.3	.0182
SUBURBAN TOTAL	21,543,289	25,639	21.5	29.5	18.0	13.8	.6914
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***28,621,049***	***24,391***	***21.9***	***28.8***	***17.1***	***12.9***	***.9352***
READING	**3,967,006**	**24,885**	**22.4**	**30.2**	**18.1**	**12.0**	**.1390**
Berks	3,967,006	24,885	22.4	30.2	18.1	12.0	.1390
• Reading	818,775	17,730	26.7	26.2	12.1	6.3.	.0312
SUBURBAN TOTAL	3,148,231	27,670	20.8	31.7	20.3	14.0	.1078
SCRANTON - WILKES-BARRE	**7,699,740**	**20,850**	**27.9**	**29.9**	**14.1**	**8.1**	**.2713**
Columbia	642,797	21,279	28.0	31.5	13.9	8.1	.0214
Lackawanna	2,378,442	20,818	27.3	28.8	14.4	8.7	.0854
• Scranton	846,389	18,523	28.2	27.0	12.6	6.7	.0329
Luzerne	3,461,969	20,334	28.6	29.8	13.4	7.6	.1225
• Hazleton	282,084	19,095	30.1	27.5	12.8	7.3	.0118
• Wilkes-Barre	480,560	17,305	28.8	26.3	11.1	5.9	.0212

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Monroe	934,925	22,353	27.0	31.1	15.9	8.8	.0326
Wyoming	281,607	21,728	27.1	32.9	14.4	7.4	.0094
SUBURBAN TOTAL	6,090,707	21,633	27.7	30.7	14.6	8.6	.2054
SHARON	**1,313,663**	**22,491**	**24.4**	**32.1**	**15.4**	**8.1**	**.0441**
Mercer	1,313,663	22,491	24.4	32.1	15.4	8.1	.0441
• Sharon	172,498	19,515	24.9	27.8	14.1	7.1	.0063
SUBURBAN TOTAL	1,141,165	22,902	24.2	32.9	15.6	8.3	.0378
STATE COLLEGE	**1,114,893**	**20,189**	**26.9**	**28.0**	**13.0**	**9.4**	**.0403**
Centre	1,114,893	20,189	26.9	28.0	13.0	9.4	.0403
• State College	269,122	13,511	29.1	15.9	8.3	9.9	.0144
SUBURBAN TOTAL	845,771	22,355	26.1	32.0	14.6	9.3	.0259
WILLIAMSPORT	**1,224,222**	**21,336**	**27.0**	**31.0**	**14.2**	**8.1**	**.0433**
Lycoming	1,224,222	21,336	27.0	31.0	14.2	8.1	.0433
• Williamsport	324,595	17,850	29.0	26.8	10.8	6.9	.0129
SUBURBAN TOTAL	899,627	22,808	26.2	32.7	15.6	8.6	.0304
YORK	**4,723,508**	**25,537**	**22.1**	**32.4**	**18.6**	**11.3**	**.1524**
Adams	761,785	23,955	24.1	33.9	16.6	9.6	.0235
York	3,961,723	25,919	21.6	32.2	19.0	11.6	.1289
• York	445,042	17,335	27.0	26.5	12.0	5.2	.0158
SUBURBAN TOTAL	4,278,466	26,712	21.4	33.3	19.5	12.1	.1366
OTHER COUNTIES							
Armstrong	820,085	21,410	25.1	30.7	15.2	7.3	.0264
Bedford	430,203	18,570	29.8	29.3	10.9	5.8	.0154
Bradford	621,746	20,454	27.1	30.9	13.1	7.1	.0207
Butler	1,608,940	23,748	23.2	33.1	16.8	9.1	.0531
Cameron	61,263	17,800	31.6	27.7	11.7	3.8	.0019
Clarion	402,106	20,239	26.5	28.6	14.9	7.0	.0139
Clearfield	807,760	20,122	27.8	30.1	13.9	6.3	.0301
Clinton	323,476	17,801	31.6	31.0	8.6	3.6	.0128
Crawford	904,074	21,095	27.2	30.2	14.5	8.0	.0302
Elk	426,026	24,194	23.5	32.3	17.3	10.4	.0131
Forest	42,255	17,050	33.0	28.5	9.3	3.3	.0015
Franklin	1,352,746	24,149	24.7	32.1	17.8	10.1	.0423
Fulton	126,523	18,747	28.8	30.8	11.2	4.3	.0040
Greene	419,599	21,159	24.6	28.6	15.5	8.4	.0137
Huntingdon	359,642	17,979	30.3	29.8	10.2	4.4	.0125
Indiana	890,724	20,772	26.3	30.3	14.2	7.3	.0312
Jefferson	529,048	21,164	26.1	30.4	14.1	8.3	.0170
Juniata	190,495	19,233	30.9	30.0	12.4	5.3	.0060
Lawrence	1,117,021	22,808	23.0	30.2	16.6	9.4	.0363
McKean	510,131	21,274	26.1	30.4	14.2	8.6	.0169
Mifflin	433,851	18,654	27.4	29.3	12.0	5.3	.0149
Montour	197,562	24,380	24.6	31.3	16.8	12.9	.0065
Northumberland	913,531	17,419	31.2	28.5	10.3	3.9	.0323
Pike	248,208	20,617	28.6	28.8	13.2	9.6	.0071
Potter	170,575	19,544	27.4	30.4	12.6	5.8	.0055
Schuylkill	1,565,479	18,808	30.6	29.8	11.4	5.5	.0548
Snyder	350,427	21,497	28.0	34.1	13.4	6.8	.0151
Sullivan	54,085	17,420	34.1	27.3	10.2	4.4	.0020
Susquehanna	402,116	21,025	27.4	30.5	14.5	7.7	.0126
Tioga	369,331	19,072	28.5	29.8	12.1	5.5	.0124
Union	341,103	22,865	26.4	32.3	15.4	9.6	.0113
Venango	656,447	21,891	24.7	33.1	13.9	7.6	.0217
Warren	449,912	19,972	29.0	32.1	12.3	5.5	.0214
Wayne	348,609	17,173	33.1	27.0	10.1	4.7	.0143
TOTAL METRO COUNTIES	**123,423,941**	**24,705**	**22.2**	**28.6**	**17.2**	**13.9**	**4.1324**
TOTAL STATE	**141,869,040**	**23,968**	**23.0**	**28.9**	**16.6**	**12.8**	**4.7633**

RHODE ISLAND

R.I.
S&MM ESTIMATES

POPULATION—12/31/86 · RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - PAWTUCKET - WOONSOCKET	**894.9**	**.3680**	**34.1**	**12.0**	**16.4**	**17.9**	**30.5**	**328.7**	**5,559,061**	**1,172,167**	**570,448**	**676,114**	**229,582**	**1,042,964**	**227,691**
Bristol	47.6	.0196	35.0	11.7	14.7	19.5	30.5	16.0	190,097	46,572	23,342	6,312	3,451	47,765	7,453
Kent	162.3	.0667	33.8	10.0	17.1	19.6	28.4	58.4	1,269,231	211,453	105,597	310,946	48,093	251,033	42,732
Warwick	89.7	.0369	35.1	9.7	16.4	19.2	31.0	32.6	913,801	121,638	69,227	303,773	37,809	144,459	22,651

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R.I. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Providence	**581.3**	**.2390**	**34.7**	**12.1**	**15.9**	**17.2**	**32.3**	**218.3**	**3,354,610**	**751,513**	**360,987**	**318,738**	**149,461**	**605,447**	**158,223**
Cranston	73.2	.0301	38.3	10.1	15.6	17.9	36.3	27.2	436,419	93,513	48,672	20,986	22,119	75,805	31,829
East Providence	52.1	.0214	36.4	10.5	15.4	17.6	34.2	19.5	370,828	77,686	32,375	22,437	19,578	105,402	18,093
• Pawtucket	73.4	.0302	36.1	11.2	15.5	16.5	34.8	29.7	444,648	96,018	29,282	61,767	15,416	73,736	20,053
• Providence	156.0	.0641	32.6	16.0	16.5	14.8	31.3	61.4	877,811	176,865	112,494	82,984	54,891	156,914	29,830
• Woonsocket	45.4	.0187	34.0	10.5	15.7	15.9	32.5	17.5	308,917	67,522	23,707	39,297	13,861	63,245	13,579
Washington	**103.7**	**.0427**	**30.8**	**14.4**	**18.7**	**18.3**	**23.8**	**36.0**	**745,123**	**162,629**	**80,522**	**40,116**	**28,577**	**138,719**	**19,283**
SUBURBAN TOTAL	**620.1**	**.2550**	**34.2**	**11.2**	**16.4**	**19.0**	**29.7**	**220.1**	**3,927,685**	**831,762**	**404,965**	**492,066**	**145,414**	**749,069**	**164,229**
OTHER COUNTIES															
Newport	**85.6**	**.0352**	**31.9**	**12.5**	**19.0**	**19.0**	**25.2**	**30.3**	**636,932**	**95,183**	**107,230**	**41,105**	**18,347**	**177,955**	**20,286**
TOTAL METRO COUNTIES	**894.9**	**.3680**	**34.1**	**12.0**	**16.4**	**17.9**	**30.5**	**328.7**	**5,559,061**	**1,172,167**	**570,448**	**676,114**	**229,582**	**1,042,964**	**227,691**
TOTAL STATE	**980.5**	**.4032**	**33.8**	**12.0**	**16.6**	**18.0**	**30.1**	**359.0**	**6,195,993**	**1,267,350**	**677,678**	**717,219**	**247,929**	**1,220,919**	**247,977**

R.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - PAWTUCKET - WOONSOCKET	**11,263,987**	**25,640**	**21.2**	**27.1**	**17.5**	**16.3**	**.3755**
Bristol	**594,504**	**27,215**	**21.1**	**29.1**	**16.5**	**18.8**	**.0177**
Kent	**2,214,102**	**30,127**	**17.6**	**28.4**	**20.9**	**19.9**	**.0763**
Warwick	1,252,785	30,786	17.1	28.5	21.1	20.5	.0470
Providence	**7,127,006**	**23,787**	**22.3**	**26.3**	**16.5**	**14.7**	**.2355**
Cranston	1,005,013	27,994	20.0	27.5	18.7	18.8	.0317
East Providence	667,485	27,076	21.1	27.9	20.2	15.7	.0230
• Pawtucket	873,329	22,265	23.6	27.8	15.7	11.4	.0297
• Providence	1,761,198	18,325	25.7	23.6	11.9	10.9	.0602
• Woonsocket	493,763	20,853	23.7	25.9	15.0	10.7	.0183
Washington	**1,328,375**	**28,240**	**20.3**	**29.9**	**18.6**	**18.4**	**.0460**
SUBURBAN TOTAL	**8,135,697**	**28,684**	**19.3**	**28.2**	**19.5**	**18.9**	**.2673**
OTHER COUNTIES							
Newport	**1,209,002**	**29,311**	**19.1**	**26.2**	**19.4**	**21.6**	**.0402**
TOTAL METRO COUNTIES	**11,263,987**	**25,640**	**21.2**	**27.1**	**17.5**	**16.3**	**.3755**
TOTAL STATE	**12,472,989**	**25,936**	**21.0**	**27.1**	**17.7**	**16.7**	**.4157**

SOUTH CAROLINA

S.C.
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**146.6**	**.0603**	**33.0**	**10.2**	**16.6**	**20.8**	**25.9**	**54.9**	**721,378**	**160,114**	**56,270**	**81,945**	**40,192**	**166,045**	**29,157**
Anderson	**146.6**	**.0603**	**33.0**	**10.2**	**16.6**	**20.8**	**25.9**	**54.9**	**721,378**	**160,114**	**56,270**	**81,945**	**40,192**	**166,045**	**29,157**
• Anderson	28.6	.0118	34.8	12.0	14.7	16.6	33.1	11.5	448,889	81,899	38,989	56,814	21,068	101,898	18,350
SUBURBAN TOTAL	**118.0**	**.0485**	**32.6**	**9.7**	**17.3**	**21.8**	**24.1**	**43.4**	**272,489**	**78,215**	**17,281**	**25,131**	**19,124**	**64,147**	**10,807**
CHARLESTON	**493.7**	**.2030**	**28.4**	**14.9**	**19.4**	**18.8**	**18.4**	**169.5**	**2,725,820**	**579,678**	**283,298**	**294,592**	**152,455**	**739,197**	**70,161**
Berkeley	**127.7**	**.0525**	**27.3**	**12.6**	**20.0**	**20.0**	**14.5**	**42.2**	**277,327**	**79,390**	**23,195**	**22,714**	**11,377**	**70,445**	**12,036**
Charleston	**288.0**	**.1184**	**28.7**	**17.0**	**19.4**	**17.5**	**20.4**	**101.0**	**2,162,874**	**413,595**	**239,746**	**252,890**	**130,210**	**592,446**	**43,897**
• Charleston	66.3	.0273	31.3	16.6	17.4	15.6	27.9	25.9	993,710	168,568	122,104	102,767	55,531	320,523	16,530
North Charleston	66.9	.0275	24.5	27.7	21.7	14.0	12.3	20.7	643,511	110,805	74,286	91,952	46,387	163,680	6,822
Dorchester	**78.0**	**.0321**	**29.2**	**10.6**	**19.4**	**21.8**	**16.8**	**26.3**	**285,619**	**86,693**	**20,357**	**18,988**	**10,868**	**76,306**	**14,228**
SUBURBAN TOTAL	**427.4**	**.1757**	**28.0**	**14.6**	**19.9**	**19.3**	**16.8**	**143.6**	**1,732,110**	**411,110**	**161,194**	**191,825**	**96,924**	**418,674**	**53,631**
CHARLOTTE - GASTONIA - ROCK HILL	**1,071.6**	**.4407**	**32.1**	**11.1**	**18.2**	**20.7**	**24.0**	**398.6**	**7,099,408**	**1,525,096**	**596,393**	**717,406**	**382,247**	**1,928,884**	**220,118**
York	**123.0**	**.0506**	**30.9**	**11.8**	**17.5**	**20.4**	**22.4**	**43.1**	**672,659**	**183,040**	**63,102**	**52,680**	**30,529**	**166,648**	**27,160**
• Rock Hill	40.4	.0166	29.7	16.0	17.0	16.4	24.6	14.3	407,368	97,522	41,599	46,738	21,895	69,108	17,320
Cabarrus, N. C.	***94.1***	***.0387***	***34.3***	***9.8***	***16.2***	***20.9***	***27.9***	***34.7***	***569,137***	***122,233***	***39,096***	***63,177***	***30,018***	***163,659***	***19,109***
• Kannapolis	*33.1*	*.0136*	*35.6*	*10.2*	*14.8*	*18.4*	*32.3*	*12.9*	*222,489*	*48,875*	*14,899*	*49,318*	*15,201*	*33,745*	*7,495*
Gaston, N. C.	***173.8***	***.0714***	***32.5***	***10.2***	***17.3***	***20.4***	***25.2***	***62.9***	***974,484***	***234,934***	***74,950***	***145,695***	***35,200***	***238,995***	***41,430***
• Gastonia	*55.2*	*.0227*	*33.7*	*9.8*	*16.6*	*18.9*	*29.0*	*20.9*	*679,639*	*137,477*	*50,794*	*128,018*	*26,124*	*178,406*	*26,117*
Lincoln, N. C.	***47.6***	***.0196***	***32.7***	***9.7***	***17.4***	***21.6***	***24.3***	***17.4***	***170,795***	***43,267***	***12,862***	***15,213***	***6,838***	***43,163***	***8,817***
Mecklenburg, N. C.	***447.9***	***.1842***	***31.4***	***11.8***	***19.9***	***21.0***	***21.9***	***173.5***	***3,695,771***	***609,614***	***348,382***	***358,612***	***244,601***	***1,077,277***	***91,430***
• Charlotte	*348.0*	*.1431*	*31.3*	*11.7*	*20.5*	*20.1*	*22.3*	*138.1*	*3,276,671*	*470,808*	*308,383*	*325,744*	*223,512*	*1,033,220*	*80,698*
Rowan, N. C.	***104.7***	***.0431***	***35.0***	***10.5***	***15.9***	***19.4***	***30.6***	***39.8***	***656,449***	***236,906***	***38,128***	***40,730***	***24,173***	***143,031***	***22,145***
Union, N. C.	***80.5***	***.0331***	***31.0***	***10.9***	***17.2***	***21.3***	***21.8***	***27.2***	***360,113***	***95,102***	***19,873***	***41,299***	***10,888***	***96,111***	***10,027***
SUBURBAN TOTAL	**594.9**	**.2447**	**32.5**	**10.6**	**17.1**	**21.7**	**24.0**	**212.4**	**2,513,241**	**770,414**	**180,718**	**167,588**	**95,515**	**614,405**	**88,488**
COLUMBIA	**449.0**	**.1847**	**29.6**	**14.9**	**20.2**	**19.3**	**19.7**	**160.9**	**2,661,318**	**466,725**	**270,096**	**341,732**	**125,364**	**664,224**	**74,306**
Lexington	**167.3**	**.0688**	**30.7**	**10.7**	**19.4**	**22.5**	**19.2**	**61.4**	**742,491**	**202,823**	**76,247**	**44,122**	**24,354**	**157,222**	**29,905**
Richland	**281.7**	**.1159**	**28.9**	**17.3**	**20.7**	**17.4**	**20.0**	**99.5**	**1,918,827**	**263,902**	**193,849**	**297,610**	**101,010**	**507,002**	**44,401**
• Columbia	98.7	.0406	28.0	25.0	19.5	13.2	23.1	33.0	895,785	150,493	93,180	87,294	56,669	241,038	27,061
SUBURBAN TOTAL	**350.3**	**.1441**	**30.0**	**12.0**	**20.5**	**21.1**	**18.7**	**127.9**	**1,765,533**	**316,232**	**176,916**	**254,438**	**68,695**	**423,186**	**47,245**
FLORENCE	**120.6**	**.0495**	**30.1**	**11.2**	**18.1**	**19.5**	**21.7**	**42.0**	**720,836**	**136,560**	**50,504**	**88,812**	**31,932**	**188,525**	**23,969**
Florence	**120.6**	**.0495**	**30.1**	**11.2**	**18.1**	**19.5**	**21.7**	**42.0**	**720,836**	**136,560**	**50,504**	**88,812**	**31,932**	**188,525**	**23,969**
• Florence	33.0	.0136	31.1	10.9	18.3	17.7	25.1	12.3	482,225	84,645	40,967	67,064	22,141	136,481	16,710
SUBURBAN TOTAL	**87.6**	**.0359**	**29.8**	**11.3**	**17.9**	**20.2**	**20.4**	**29.7**	**238,611**	**51,915**	**9,537**	**21,748**	**9,791**	**,044**	**7,259**

S.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GREENVILLE - SPARTANBURG	**616.7**	**.2535**	**31.9**	**12.3**	**17.5**	**20.5**	**24.1**	**229.8**	**3,673,331**	**770,146**	**324,804**	**443,519**	**207,260**	**839,709**	**119,032**
Greenville	312.0	.1283	31.9	11.8	18.0	20.6	23.9	118.3	2,134,205	395,586	183,206	298,669	139,095	493,140	57,146
• Greenville	59.0	.0243	32.5	14.8	17.5	15.9	29.7	24.2	1,044,426	123,282	84,438	207,135	85,726	298,292	22,704
Pickens	87.6	.0360	29.6	18.3	16.6	19.3	21.7	30.6	363,405	80,425	43,107	30,141	12,087	83,692	17,707
Spartanburg	217.1	.0892	32.7	10.5	17.4	20.7	25.4	80.9	1,175,721	294,135	98,491	114,709	56,078	262,877	44,179
• Spartanburg	45.7	.0188	32.8	12.6	17.2	16.9	29.3	18.0	610,321	104,457	53,350	66,639	31,324	167,905	26,586
SUBURBAN TOTAL	512.0	.2104	31.7	11.9	17.6	21.3	23.0	187.6	2,018,584	542,407	187,016	169,745	90,210	373,512	69,742
OTHER COUNTIES															
Abbeville	23.5	.0096	32.5	11.3	15.8	18.2	27.8	8.6	52,561	23,501	3,842	4,803	997	6,729	3,932
☐ Aiken	119.3	.0491	31.9	10.4	16.7	20.1	24.6	44.9	545,850	134,184	38,691	63,936	13,558	123,206	27,833
Allendale	11.2	.0046	30.4	9.7	16.7	16.2	26.1	3.8	30,033	12,045	1,151	165	1,227	7,556	719
Bamberg	16.3	.0075	29.5	13.6	15.2	16.4	25.2	6.1	51,807	18,122	3,750	3,320	3,186	7,729	3,562
Barnwell	21.4	.0088	30.3	9.9	16.8	17.6	24.4	7.5	60,563	24,802	3,902	2,239	2,952	9,838	3,735
Beaufort	78.4	.0322	27.5	18.4	18.8	14.7	21.2	28.1	607,090	132,090	74,937	28,679	56,561	133,984	11,414
Calhoun	13.1	.0054	31.0	10.7	16.2	17.7	25.8	4.5	18,840	6,518	430	193	738	5,056	657
Cherokee	42.8	.0176	32.0	9.8	16.9	20.0	25.0	15.1	184,508	53,068	16,619	23,011	7,300	27,065	8,487
Chester	31.4	.0129	32.4	9.9	15.6	18.6	27.3	10.9	116,037	36,207	9,388	9,069	3,631	24,565	8,164
Chesterfield	39.8	.0164	31.3	9.9	16.9	18.9	24.8	14.5	141,648	38,483	7,277	11,208	6,158	24,740	8,016
Clarendon	28.8	.0118	30.0	11.1	16.2	16.7	25.2	9.7	90,449	15,790	6,124	4,723	3,860	25,163	4,195
Colleton	35.1	.0145	31.4	9.8	16.2	18.5	25.6	12.3	159,474	39,439	13,756	9,523	13,289	18,907	8,438
Darlington	66.2	.0272	30.3	10.2	17.5	18.8	22.9	23.0	251,192	51,094	16,877	19,431	9,195	71,960	13,827
Dillon	32.4	.0133	28.6	10.7	15.9	16.8	23.0	10.5	158,440	32,967	16,135	11,130	8,380	27,823	7,264
Edgefield	18.0	.0074	30.7	10.4	17.0	18.3	24.5	6.1	57,462	13,025	1,481	651	1,957	29,231	1,408
Fairfield	21.1	.0087	30.8	10.6	16.0	16.7	26.6	6.8	52,378	14,464	3,332	4,930	1,475	9,918	3,608
Georgetown	48.0	.0198	29.5	10.5	17.0	17.6	23.1	16.5	300,750	78,367	35,990	17,463	17,397	79,085	8,176
Greenwood	61.7	.0253	32.9	10.7	16.6	19.8	26.6	23.0	367,895	73,908	26,880	42,425	18,061	66,542	14,227
Hampton	19.1	.0079	30.7	9.6	16.3	17.3	25.7	6.8	80,854	22,442	2,706	3,924	3,444	18,284	3,126
Horry	131.3	.0540	30.9	11.8	17.8	19.4	23.3	49.5	1,212,613	243,781	182,219	114,661	95,931	251,896	32,902
Jasper	16.0	.0066	29.4	10.3	15.5	17.8	23.5	5.5	82,192	15,134	6,957	1,193	5,182	9,582	1,793
Kershaw	42.8	.0176	31.6	10.0	17.0	19.7	24.5	15.8	230,695	52,420	16,662	22,472	9,116	67,880	8,945
Lancaster	57.7	.0237	31.6	10.2	17.2	20.3	23.8	20.4	235,237	61,947	15,960	22,066	24,313	34,356	9,073
Laurens	54.3	.0223	32.9	10.8	16.4	19.7	26.8	18.7	205,100	59,248	9,233	24,297	6,498	50.521	10,935
Lee	18.9	.0078	28.8	11.7	15.7	16.7	23.5	5.9	55,258	11,153	3,494	2,620	3,689	16,506	210
McCormick	7.8	.0032	30.6	10.7	15.6	16.9	26.3	2.5	11,477	4,419	639	674	738	1,363	1,033
Marion	35.4	.0145	29.9	10.1	17.1	17.1	24.1	12.0	127,684	35,621	7,010	8,163	6,693	25,779	9,510
Marlboro	32.5	.0134	29.8	10.3	15.7	17.5	24.4	10.6	88,953	28,595	6,310	4,941	3,073	21,535	4,046
Newberry	32.1	.0132	34.7	10.7	15.0	18.5	31.0	12.3	148,182	37,595	10,186	15,244	9,342	32,919	5,998
Oconee	53.4	.0219	33.0	10.0	16.8	21.4	25.2	20.8	204,377	48,581	13,471	13,938	9,798	55,478	10,264
Orangeburg	90.4	.0372	29.6	13.2	16.0	17.3	24.1	30.7	383,890	73,047	29,390	32,217	21,086	96,270	15,524
Saluda	17.3	.0071	33.2	9.7	15.1	18.8	28.4	6.1	51,511	16,383	1,713	1,735	2,968	11,202	2,564
Sumter	96.1	.0395	28.3	13.4	17.6	18.8	19.4	32.1	481,727	81,790	30,270	40,725	20,967	131,834	10,992
Union	31.0	.0128	33.4	10.1	16.1	19.6	27.8	11.2	132,613	39,661	8,411	10,231	5,592	19,159	9,478
Williamsburg	40.2	.0165	28.7	10.4	16.4	16.1	23.6	12.9	115,621	34,028	4,500	5,943	7,804	27,672	4,515
TOTAL METRO COUNTIES	**2,068.9**	**.8507**	**30.4**	**12.1**	**18.6**	**19.8**	**21.6**	**745.1**	**11,721,192**	**2,430,447**	**1,086,765**	**1,367,216**	**601,290**	**2,887,554**	**371,618**
TOTAL STATE	**3,436.4**	**1.4129**	**30.5**	**12.4**	**17.8**	**19.2**	**22.8**	**1,225.9**	**18,270,303**	**3,960,182**	**1,677,767**	**1,885,223**	**993,888**	**4,335,681**	**622,355**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

SOUTH CAROLINA
Greenville County
Spartanburg County
Pickens County
GREENVILLE
SPARTANBURG

SOUTH CAROLINA'S #1 MARKET

Spartanburg, with one of the largest concentrations of foreign-owned businesses in the U.S., is a unique part of the Greenville-Spartanburg metro, the nation's 78th-largest. The **Spartanburg Herald-Journal** gets results in South Carolina's number one market.

Greenville/ Spartanburg metro	Potential	Ranking
Effective buying income	$6.3-Billion	#1
Total retail sales	$3.7-Billion	#1
Food sales	$770-Million	#1
General merchandise sales	$444-Million	#1
Auto sales	$840-Million	#1

Source: Sales & Marketing Management, 1987 Survey of Buying Power

Spartanburg Herald-Journal
803-582-4511

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S.C.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,437,072**	**21,148**	**25.4**	**31.8**	**13.9**	**7.2**	**.0508**
Anderson	1,437,072	21,148	25.4	31.8	13.9	7.2	.0508
• Anderson	277,622	17,118	28.1	25.4	9.8	7.5	.0161
SUBURBAN TOTAL	1,159,450	22,177	24.7	33.5	15.0	7.1	.0347
CHARLESTON	**4,726,068**	**20,700**	**27.0**	**28.7**	**14.3**	**8.7**	**.1752**
Berkeley	1,107,219	21,368	27.6	31.8	15.1	6.6	.0347
Charleston	2,902,753	19,974	27.2	26.7	13.6	9.7	.1163
• Charleston	709,297	18,015	26.1	23.5	10.9	11.1	.0375
North Charleston	635,490	17,381	33.5	26.9	10.5	4.5	.0292
Dorchester	716,096	22,425	24.9	31.6	15.8	8.1	.0242
SUBURBAN TOTAL	4,016,771	21,143	27.2	29.7	14.9	8.2	.1377
CHARLOTTE - GASTONIA - ROCK HILL	**12,581,192**	**24,484**	**23.5**	**30.3**	**17.4**	**12.4**	**.4433**
York	1,320,321	24,675	22.6	30.8	18.0	11.7	.0459
• Rock Hill	389,689	20,985	26.1	28.9	15.0	8.4	.0181
Cabarrus, N. C.	*1,065,792*	*24,432*	*23.7*	*31.0*	*17.8*	*11.0*	*.0371*
• Kannapolis	*355,189*	*22,035*	*26.3*	*31.9*	*15.1*	*7.9*	*.0132*
Gaston, N. C.	*1,946,549*	*24,465*	*23.2*	*31.7*	*17.9*	*11.0*	*.0668*
• Gastonia	*638,119*	*22,473*	*24.8*	*27.9*	*15.1*	*12.3*	*.0291*
Lincoln, N. C.	*516,123*	*23,980*	*23.4*	*34.1*	*16.7*	*9.9*	*.0160*
Mecklenburg, N. C.	*5,791,131*	*25,332*	*23.0*	*28.2*	*17.8*	*15.1*	*.2090*
• Charlotte	*4,474,716*	*24,129*	*24.1*	*28.4*	*16.4*	*14.4*	*.1703*
Rowan, N. C.	*1,137,317*	*22,507*	*25.7*	*33.0*	*15.3*	*8.2*	*.0411*
Union, N. C.	*803,959*	*23,220*	*24.3*	*32.5*	*16.6*	*8.7*	*.0274*
SUBURBAN TOTAL	6,723,479	25,301	22.5	31.8	18.7	11.6	.2126
COLUMBIA	**5,284,369**	**24,549**	**23.9**	**28.3**	**17.4**	**14.0**	**.1797**
Lexington	1,922,779	25,765	23.0	30.0	19.5	12.7	.0612
Richland	3,361,590	23,801	24.4	27.4	16.1	14.7	.1185
• Columbia	1,080,981	18,918	28.0	23.3	12.0	12.3	.0445
SUBURBAN TOTAL	4,203,388	26,095	22.8	29.7	18.8	14.4	.1352
FLORENCE	**1,047,148**	**18,779**	**27.2**	**27.6**	**11.9**	**7.3**	**.0422**
Florence	1,047,148	18,779	27.2	27.6	11.9	7.3	.0422
• Florence	325,470	19,289	27.0	27.3	11.6	9.3	.0180
SUBURBAN TOTAL	721,678	18,579	27.2	27.8	12.0	6.5	.0242
GREENVILLE - SPARTANBURG	**6,253,851**	**20,906**	**26.1**	**29.7**	**14.0**	**8.4**	**.2300**
Greenville	3,158,206	20,519	26.7	29.6	13.5	8.1	.1219
• Greenville	603,209	16,189	29.4	23.0	8.9	8.2	.0362
Pickens	900,294	22,747	25.0	31.2	15.5	9.8	.0296
Spartanburg	2,195,351	20,754	25.7	29.4	14.2	8.3	.0785
• Spartanburg	463,968	17,668	27.0	23.9	11.3	9.0	.0239
SUBURBAN TOTAL	5,186,674	21,883	25.6	31.1	15.0	8.3	.1699

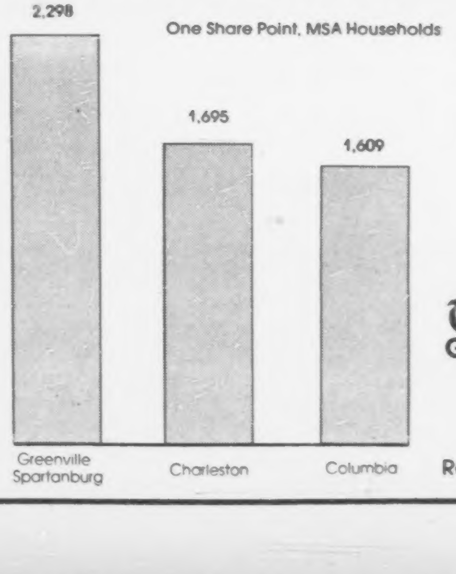
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Abbeville	204,507	19,081	26.4	30.2	12.0	5.2	.0063
☐ Aiken	1,311,604	23,045	23.2	28.7	16.8	11.4	.0429
Allendale	73,458	13,046	28.6	19.3	8.5	4.2	.0029
Bamberg	139,981	15,905	30.2	23.9	10.1	6.0	.0048
Barnwell	173,083	16,884	28.6	23.9	12.3	5.6	.0060
Beaufort	1,054,693	23,875	24.1	28.4	14.5	16.0	.0364
Calhoun	94,116	15,963	28.2	26.0	9.1	4.7	.0031
Cherokee	353,010	18,880	27.8	30.7	11.3	5.0	.0131
Chester	253,333	18,288	28.0	28.2	12.9	4.8	.0093
Chesterfield	319,785	16,613	30.1	25.5	9.8	5.0	.0116
Clarendon	199,890	15,214	29.9	23.3	9.0	4.6	.0074
Colleton	246,693	14,995	30.2	24.5	8.1	3.9	.0103
Darlington	546,561	17,852	26.5	25.4	12.3	7.0	.0198
Dillon	222,418	15,344	29.5	24.7	8.1	5.2	.0095
Edgefield	123,013	14,768	27.8	24.3	9.4	3.4	.0047
Fairfield	148,040	17,280	26.4	28.0	10.9	4.3	.0054
Georgetown	347,289	16,062	26.8	26.9	8.5	4.8	.0158
Greenwood	589,599	19,587	27.4	27.8	13.6	7.5	.0224
Hampton	134,088	13,547	27.2	22.1	6.5	5.0	.0056
Horry	1,372,521	20,372	28.5	28.6	12.6	9.8	.0584
Jasper	117,835	15,614	26.9	23.0	10.3	5.5	.0050
Kershaw	407,063	20,010	24.9	28.6	13.4	8.0	.0151
Lancaster	565,477	22,826	24.3	31.7	16.3	8.7	.0190
Laurens	501,568	21,599	25.2	31.6	14.9	7.3	.0170
Lee	123,060	15,514	29.0	25.0	8.9	3.8	.0046
McCormick	59,808	18,519	25.4	26.9	13.8	6.2	.0019
Marion	248,218	15,193	31.1	24.1	8.6	4.3	.0097
Marlboro	227,303	16,245	28.1	27.9	8.4	4.3	.0083
Newberry	323,819	20,721	24.1	29.8	14.0	7.8	.0110
Oconee	529,731	20,023	26.7	30.7	12.9	6.5	.0174
Orangeburg	702,034	16,004	27.1	23.5	10.9	6.2	.0271
Saluda	136,237	17,494	26.8	28.9	10.0	4.3	.0049
Sumter	812,797	18,465	29.1	26.5	12.3	7.3	.0312
Union	253,607	18,885	28.1	32.3	11.0	3.6	.0096
Williamsburg	279,533	17,145	28.7	28.5	8.7	4.8	.0104
TOTAL METRO COUNTIES	**21,380,433**	**21,809**	**25.4**	**29.3**	**15.1**	**9.9**	**.7667**
TOTAL STATE	**33,264,601**	**20,419**	**26.2**	**28.6**	**13.8**	**8.7**	**1.2117**

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC !ndustries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

Greenville/Spartanburg



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SOUTH DAKOTA

S.D. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
RAPID CITY	**77.3**	**.0318**	**28.8**	**14.9**	**19.0**	**17.9**	**20.2**	**29.2**	**627,505**	**114,598**	**54,706**	**97,214**	**31,256**	**161,325**	**16,814**
Pennington	77.3	.0318	28.8	14.9	19.0	17.9	20.2	29.2	627,505	114,598	54,706	97,214	31,256	161,325	16,814
• Rapid City	54.6	.0224	29.5	15.4	18.7	17.8	21.9	20.5	590,746	114,278	49,341	95,827	29,158	160,266	15,521
SUBURBAN TOTAL	22.7	.0094	27.0	13.5	20.0	18.1	16.0	8.7	36,759	320	5,365	1,387	2,098	1,059	1,293
SIOUX FALLS	**125.2**	**.0515**	**30.7**	**12.9**	**18.7**	**17.7**	**24.2**	**48.7**	**907,399**	**149,122**	**75,062**	**129,818**	**44,931**	**237,964**	**41,244**
Minnehaha	125.2	.0515	30.7	12.9	18.7	17.7	24.2	48.7	907,399	149,122	75,062	129,818	44,931	237,964	41,244
• Sioux Falls	95.7	.0393	30.9	14.2	18.8	17.2	25.0	38.4	830,845	140,850	71,489	128,152	37,534	225,787	40,133
SUBURBAN TOTAL	29.5	.0122	30.0	8.7	18.3	19.5	21.4	10.3	76,554	8,272	3,573	1,666	7,397	12,177	1,111
OTHER COUNTIES															
Aurora	3.3	.0013	37.4	7.6	12.0	16.8	36.0	1.1	7,102	1,382	1,031	268	218	2,188	
Beadle	17.9	.0074	34.5	10.3	15.3	17.2	32.0	7.3	113,669	20,647	10,577	11,025	6,512	27,308	2,520
Bennett	3.3	.0014	29.2	9.2	15.1	16.8	24.5	1.0	22,128	5,326	905	281	245	9,056	184
Bon Homme	7.8	.0032	36.4	12.0	12.3	15.3	36.2	3.0	33,707	9,809	2,319	264	528	6,383	845
Brookings	25.3	.0104	26.4	26.2	15.6	13.7	22.8	8.7	132,587	38,749	13,422	8,723	4,275	23,936	4,292
Brown	36.9	.0151	31.2	13.8	16.2	16.9	26.9	14.2	259,427	44,935	25,369	31,574	12,996	68,661	9,549
Brule	5.	.0022	34.1	7.9	14.4	17.1	31.6	2.0	42,216	3,560	2,529	174	373	17,888	2,661
Buffalo	1.8	008	22.2	11.2	12.9	16.6	16.0	.4	2,593	1,359					
Butte	8.4	.0034	33.0	9.2	16.1	17.1	29.6	3.3	50,362	10,905	3,872	3,080	359	18,334	1,455
Campbell	2.1	.0009	40.7	[illegible]	11.5	19.6	37.7	.8	10,636	1,699	581		126	5,759	
Charles Mix	9.7	.0040	33.5	8.3	[illegible]	17.3	30.7	3.3	39,008	11,944	3,143	303	1,149	8,406	857
Clark	4.9	.0020	39.5	7.0	12.8	16.7	38.2	1.9	14,819	1,765	1,279		475	5,251	1,375
Clay	13.3	.0055	24.9	29.9	16.1	13.2	20.3	4.8	47,540	10,617	7,939	2,009	1,486	10,325	2,395
Codington	22.5	.0092	32.0	11.6	15.8	16.7	28.5	8.6	170,309	36,308	10,183	13,958	7,648	36,165	6,102
Corson	5.1	.0021	26.3	11.5	13.3	17.4	21.0	1.5	6,651	2,041	758	915	146	154	203
Custer	7.1	.0029	32.9	8.6	18.1	19.5	26.7	2.7	26,538	7,997	3,546	757	250	3,563	1,120
Davison	17.8	.0073	32.5	12.7	15.3	15.6	30.6	6.7	145,869	25,072	18,368	13,464	7,455	29,462	1,673
Day	8.0	.0033	38.4	7.4	12.8	15.0	38.3	3.0	26,681	5,382	1,939	1,335	620	7,392	1,049
Deuel	5.1	.0021	37.1	8.1	12.4	17.3	35.2	1.9	13,958	2,257	1,513	1,011	543	5,059	275
Dewey	5.8	.0024	25.8	10.9	13.9	16.3	21.0	1.5	20,241	7,100	2,144	2,199	543	1,491	1,432
Douglas	4.2	.0017	36.1	9.0	11.5	16.7	34.5	1.4	10,597	2,877	1,200	262	407	2,423	191
Edmunds	5.2	.0022	38.2	6.6	11.6	17.2	36.6	1.8	25,244	4,826	1,311		1,303	9,178	613
Fall River	8.5	.0035	36.7	7.8	15.0	16.2	35.7	3.3	35,372	9,506	3,245	1,187	1,163	1,789	1,642
Faulk	2.9	.0012	38.5	6.7	12.4	17.9	36.1	1.2	7,804	1,274	537	1,753	141	621	241
Grant	9.1	.0037	33.6	8.5	14.4	16.5	31.5	3.2	44,992	6,602	2,541	678	2,905	18,185	1,740
Gregory	5.7	.0023	37.0	8.2	13.1	16.1	36.1	2.1	26,602	6,769	2,032	673	1,186	7,515	910
Haakon	3.0	.0013	30.0	10.0	16.0	15.5	26.5	1.0	19,197	2,508	1,340	1,180	397	9,029	1,390
Hamlin	5.3	.0022	39.7	6.8	11.6	14.9	39.9	1.9	17,378	2,795	1,556		218	424	510
Hand	4.6	.0019	37.5	7.4	13.1	17.8	35.2	1.8	20,901	6,842	1,598	1,855	460	3,058	2,501
Hanson	3.4	.0014	34.4	8.0	11.9	17.8	31.5	1.1	4,030	782	474		394	433	
Harding	1.9	.0007	32.5	9.9	16.3	17.3	28.7	.6	4,001	589	748			130	179
Hughes	15.4	.0064	31.0	9.1	19.4	19.6	22.7	6.1	99,578	18,236	6,564	9,161	4,058	33,094	2,837
Hutchinson	8.8	.0036	40.9	6.8	12.3	16.2	40.2	3.3	38,579	9,171	2,550	1,295	481	4,974	8,481
Hyde	2.0	.0008	38.2	7.6	11.5	17.8	35.8	.8	7,474	2,141	88		202	1,758	174
Jackson	4.1	.0017	20.3	8.6	14.4	17.4	23.0	1.2	16,302	2,058	957		157	281	
Jerauld	3.0	.0012	38.6	6.6	13.0	16.9	37.6	1.1	17,037	4,048	845	845		7,005	708
Jones	1.5	.0006	35.2	7.5	14.3	18.5	31.7	.6	21,234	4,294	790		795	7,737	
Kingsbury	6.4	.0027	41.0	7.5	12.1	16.2	40.2	2.6	20,526	6,551	1,895	850	1,599	1,800	1,023
Lake	11.1	.0045	33.6	13.5	14.2	14.4	33.6	4.2	51,182	6,051	4,626	2,033	2,291	23,647	1,708
Lawrence	19.5	.0081	30.8	15.1	16.6	15.5	27.5	7.8	89,002	24,954	11,508	3,808	2,532	23,928	2,347
Lincoln	15.2	.0062	33.0	8.6	16.1	17.4	29.3	5.2	32,689	10,366	2,985	827	2,323	2,863	1,418
Lyman	3.9	.0016	30.5	9.3	14.2	17.2	26.4	1.3	16,725	8,875	1,518			126	915
McCook	6.1	.0025	37.4	7.4	12.2	16.1	36.6	2.3	23,597	2,864	1,627	610	207	7,969	283
McPherson	3.6	.0015	42.9	6.8	11.0	17.3	41.7	1.5	9,200	2,095	1,108	200	305	560	604
Marshall	5.0	.0021	38.3	6.9	12.3	18.5	36.0	2.0	16,682	3,496	1,560	666	473	3,639	632
Meade	23.3	.0095	28.0	12.9	20.2	17.5	18.4	7.8	56,031	11,712	5,528	1,775	343	17,783	2,490
Mellette	2.4	.0010	28.4	10.5	14.0	16.6	24.2	.7	801	152	37	384			57
Miner	3.4	.0014	42.6	7.1	11.4	13.6	43.1	1.4	12,387	1,732	1,700	364	88	1,682	368
Moody	6.8	.0028	35.0	7.6	14.1	17.1	32.9	2.4	10,441	2,320	1,099	520	115	2,455	192
Perkins	4.9	.0020	36.0	8.9	14.1	17.9	33.3	1.8	20,905	5,788	899	846	135	3,699	903
Potter	3.6	.0015	36.7	6.9	13.1	17.5	34.6	1.3	15,689	3,849	914	165	159	3,808	706
Roberts	11.0	.0045	34.8	7.7	12.6	16.3	33.4	3.8	36,245	5,776	3,991	6,171	939	7,212	1,164
Sanborn	3.1	.0013	38.5	8.7	13.0	16.6	36.9	1.2	7,931	901	833		121	2,935	
Shannon	12.8	.0052	20.9	12.2	15.2	14.2	13.5	2.5	7,636	3,625	660		76	143	
Spink	8.8	.0036	36.2	9.2	14.4	17.5	33.9	3.3	35,337	8,247	3,998	728	382	10,696	1,009
Stanley	2.6	.0011	29.8	10.2	18.0	18.8	21.8	.9	11,937	6,492	1,734				
Sully	1.9	.0008	33.4	8.8	13.9	21.2	26.6	.7	17,457	1,109	1,110			12,368	254
Todd	7.6	.0031	23.3	10.4	17.1	15.1	15.2	1.9	15,476	6,973	419	1,489		1,043	
Tripp	7.1	.0029	34.2	9.0	13.3	17.3	31.6	2.7	44,787	8,300	2,027	5,120	2,050	14,269	679
Turner	9.2	.0038	40.1	7.0	13.3	16.6	39.1	3.5	20,485	4,084	1,687	395	250	6,311	1,067
Union	11.2	.0046	32.6	9.0	16.4	16.1	29.9	4.1	22,955	6,493	2,593	109	698	2,226	349
Walworth	6.5	.0027	36.6	7.9	13.7	17.8	34.2	2.7	49,429	8,537	4,081	3,723	1,259	13,294	2,063
Yankton	19.1	.0079	32.3	12.6	16.3	17.2	28.3	7.1	177,314	34,691	10,644	19,454	5,361	26,508	5,285
Ziebach	2.5	.0010	23.9	10.6	13.0	16.9	18.4	.6	2,416	890	212			109	199
TOTAL METRO COUNTIES	**202.5**	**.0833**	**29.9**	**13.7**	**18.8**	**17.8**	**22.7**	**77.9**	**1,534,904**	**263,720**	**129,768**	**227,032**	**76,187**	**399,289**	**58,058**
TOTAL STATE	**721.1**	**.2965**	**31.5**	**12.0**	**16.1**	**16.9**	**27.5**	**265.4**	**3,962,529**	**784,815**	**340,554**	**387,498**	**158,107**	**984,777**	**143,877**

S.D.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
RAPID CITY	**949,021**	**22,198**	**27.2**	**27.3**	**14.7**	**12.9**	**.0350**
Pennington	949,021	22,198	27.2	27.3	14.7	12.9	.0350
• Rapid City	680,395	23,271	24.9	27.6	15.1	14.0	.0279
SUBURBAN TOTAL	268,626	20,149	32.8	26.2	13.8	10.3	.0071
SIOUX FALLS	**1,724,461**	**26,086**	**22.6**	**28.1**	**19.3**	**14.2**	**.0577**
Minnehaha	1,724,461	26,086	22.6	28.1	19.3	14.2	.0577
• Sioux Falls	1,366,694	25,626	23.1	27.3	18.8	14.5	.0477
SUBURBAN TOTAL	357,767	27,567	20.7	31.3	21.1	13.0	.0100
OTHER COUNTIES							
Aurora	19,116	11,900	34.4	17.4	4.4	2.4	.0006
Beadle	198,016	19,020	25.0	26.3	13.8	7.9	.0072
Bennett	16,837	11,103	30.8	15.2	5.5	3.2	.0010
Bon Homme	59,172	13,505	29.1	24.2	5.2	3.0	.0023
Brookings	256,345	19,995	26.3	27.4	13.2	9.4	.0090
Brown	424,544	20,917	26.8	28.3	14.8	9.0	.0155
Brule	44,740	16,323	31.4	23.4	10.3	4.4	.0021
Buffalo	6,567	11,882	34.7	18.3	5.0	.5	.0002
Butte	86,399	18,294	28.1	29.6	9.1	7.1	.0033
Campbell	12,516	10,818	31.8	17.4	2.1	2.1	.0006
Charles Mix	61,933	12,883	31.4	19.9	6.2	2.6	.0026
Clark	40,487	14,717	29.0	24.4	7.2	4.4	.0014
Clay	155,840	19,301	28.3	21.0	14.2	13.1	.0046
Codington	253,990	20,713	26.9	28.3	13.1	10.2	.0096
Corson	26,976	11,170	25.4	17.3	8.0	3.1	.0010
Custer	81,533	22,785	25.2	31.3	16.8	8.2	.0025
Davison	179,264	18,613	27.5	27.1	13.7	6.0	.0074
Day	70,869	16,012	31.0	24.7	8.7	6.0	.0025
Deuel	43,636	15,510	28.7	23.3	9.4	5.9	.0014
Dewey	34,695	15,175	28.5	23.4	9.0	5.2	.0015
Douglas	24,557	12,481	33.4	17.6	5.4	1.9	.0009
Edmunds	32,132	11,932	31.0	20.1	4.3	2.8	.0014
Fall River	105,429	21,970	21.4	27.9	15.5	10.7	.0032
Faulk	22,622	12,739	31.0	18.8	6.8	3.1	.0009
Grant	91,936	20,909	26.8	29.6	13.3	9.3	.0031
Gregory	33,913	10,400	30.2	14.5	3.8	3.2	.0016
Haakon	20,676	14,676	35.2	24.1	5.3	4.0	.0010
Hamlin	47,660	16,729	31.3	23.5	10.7	7.1	.0016
Hand	35,627	12,559	27.3	20.8	6.0	4.7	.0014
Hanson	21,026	13,333	32.1	22.6	5.5	2.9	.0007
Harding	11,883	14,100	33.9	22.0	6.8	2.8	.0005
Hughes	221,634	27,092	21.4	29.5	19.0	16.7	.0070
Hutchinson	69,238	13,810	30.2	21.7	7.2	4.5	.0027
Hyde	20,538	18,643	24.9	27.3	10.1	8.5	.0005
Jackson	30,121	16,414	29.2	26.8	9.2	4.7	.0012
Jerauld	19,608	12,263	34.5	18.6	3.0	3.3	.0010
Jones	14,681	17,944	29.0	28.9	9.7	6.2	.0007
Kingsbury	63,273	16,897	30.9	24.8	11.6	5.0	.0021
Lake	120,602	19,915	26.4	26.6	13.3	9.8	.0040
Lawrence	230,390	21,186	25.1	28.6	13.6	10.4	.0072
Lincoln	160,159	22,533	22.9	29.5	15.5	10.6	.0046
Lyman	31,476	16,000	29.4	22.5	9.6	6.2	.0013
McCook	56,746	16,907	28.9	26.1	10.8	5.9	.0019
McPherson	24,353	10,955	30.5	17.7	4.2	1.8	.0009
Marshall	45,828	14,552	31.3	22.3	8.0	5.4	.0015
Meade	236,096	20,823	28.7	31.5	12.7	8.0	.0069
Mellette	10,995	10,786	30.8	15.6	5.4	1.3	.0005
Miner	26,682	12,042	28.1	17.8	6.9	3.9	.0010
Moody	61,249	17,395	31.2	24.0	11.8	6.8	.0017
Perkins	40,198	14,655	29.1	22.8	9.0	5.4	.0015
Potter	28,231	15,611	29.6	25.0	8.8	3.8	.0012
Roberts	84,392	14,512	31.0	20.7	9.0	5.2	.0030
Sanborn	22,219	12,000	27.1	19.0	7.2	3.3	.0008
Shannon	52,891	13,704	26.6	24.7	6.4	3.9	.0021
Spink	78,634	16,564	28.0	25.6	9.3	6.0	.0027
Stanley	26,190	20,636	28.3	31.4	12.4	7.7	.0009
Sully	17,272	17,000	29.9	24.0	11.4	6.7	.0008
Todd	36,748	13,016	28.0	22.8	6.4	2.5	.0015
Tripp	64,415	15,216	31.0	21.0	9.7	7.2	.0027
Turner	74,859	14,534	29.2	24.6	7.2	4.3	.0024
Union	116,191	20,874	26.9	30.4	13.7	8.0	.0033
Walworth	64,348	16,781	29.2	26.2	10.1	5.3	.0026
Yankton	226,748	21,994	26.8	29.7	14.6	10.8	.0090
Ziebach	11,302	12,720	35.8	15.0	5.2	5.2	.0005
TOTAL METRO COUNTIES	**2,673,482**	**24,535**	**24.3**	**27.8**	**17.6**	**13.7**	**.0927**
TOTAL STATE	**7,582,725**	**19,482**	**26.8**	**26.3**	**13.2**	**9.3**	**.2670**

TENNESSEE

TENN.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHATTANOOGA	**433.2**	**.1781**	**32.6**	**10.8**	**17.4**	**20.3**	**25.5**	**161.9**	**2,758,409**	**641,479**	**231,544**	**357,273**	**152,880**	**658,582**	**73,402**
Hamilton	288.9	.1187	32.7	11.3	17.8	19.7	26.1	110.7	2,116,850	400,408	195,582	302,028	125,652	556,804	55,314
• Chattanooga	166.9	.0686	33.0	11.9	17.0	18.1	28.4	65.4	1,720,792	288,732	139,821	264,269	89,327	521,457	40,851
Marion	25.5	.0105	32.6	9.8	16.2	20.9	25.1	9.3	97,736	24,424	5,561	10,385	4,082	22,121	5,105
Sequatchie	9.1	.0037	31.7	9.7	17.1	20.9	23.5	3.3	35,567	17,117	1,668	1,776	687	6,745	1,137
Catoosa, Ga.	*40.3*	*.0166*	*31.7*	*9.6*	*18.2*	*22.7*	*21.4*	*14.2*	*241,999*	*91,086*	*20,025*	*32,910*	*13,533*	*39,931*	*5,647*
Dade, Ga.	*12.8*	*.0053*	*30.5*	*12.1*	*17.1*	*20.7*	*21.5*	*4.2*	*39,090*	*15,467*	*2,616*	*1,103*	*1,462*	*3,391*	*449*
Walker, Ga.	*56.6*	*.0233*	*33.2*	*9.6*	*16.2*	*20.8*	*26.3*	*20.2*	*227,167*	*92,977*	*6,092*	*9,071*	*7,464*	*29,590*	*5,750*
SUBURBAN TOTAL	266.3	.1095	32.3	10.1	17.8	21.6	23.6	96.5	1,037,617	352,747	91,723	93,004	63,553	137,125	32,551
CLARKSVILLE - HOPKINSVILLE	**158.9**	**.0654**	**27.6**	**18.0**	**18.6**	**17.6**	**18.7**	**52.0**	**772,113**	**143,469**	**68,857**	**110,711**	**30,188**	**235,973**	**28,295**
Montgomery	91.4	.0376	25.1	17.4	19.1	18.6	18.2	31.5	476,280	88,677	46,328	82,058	18,842	146,220	15,196
• Clarksville	71.1	.0292	26.8	20.4	19.4	17.7	16.3	24.5	469,897	87,609	44,922	81,273	18,755	144,985	14,826
Christian, Ky.	*67.5*	*.0278*	*26.9*	*18.8*	*18.0*	*16.2*	*19.4*	*20.5*	*295,833*	*54,792*	*22,529*	*28,653*	*11,346*	*89,753*	*13,099*
• *Hopkinsville*	*27.6*	*.0113*	*33.2*	*9.8*	*16.1*	*19.4*	*27.7*	*10.2*	*225,824*	*44,802*	*16,417*	*18,890*	*8,813*	*69,576*	*11,196*
SUBURBAN TOTAL	60.2	.0249	26.5	18.9	18.8	16.6	17.5	17.3	76,392	11,058	7,518	10,548	2,620	21,412	2,273
JACKSON	**78.2**	**.0322**	**32.2**	**11.7**	**17.0**	**17.6**	**27.6**	**29.5**	**647,616**	**102,431**	**50,035**	**142,594**	**28,312**	**131,001**	**20,885**
Madison	78.2	.0322	32.2	11.7	17.0	17.6	27.6	29.5	647,616	102,431	50,035	142,594	28,312	131,001	20,885
• Jackson	52.2	.0215	32.0	13.3	16.8	16.2	28.7	20.3	610,545	97,707	47,028	139,645	23,282	128,133	20,559
SUBURBAN TOTAL	26.0	.0107	32.5	8.5	17.3	20.4	25.3	9.2	37,071	4,724	3,007	2,949	5,030	2,868	326
JOHNSON CITY - KINGSPORT - BRISTOL	**450.1**	**.1851**	**33.9**	**10.3**	**16.7**	**21.3**	**26.9**	**167.7**	**2,470,126**	**525,357**	**191,198**	**350,296**	**110,364**	**690,286**	**92,679**
Carter	51.4	.0212	34.1	10.6	16.3	20.7	27.9	19.7	144,455	40,025	12,862	20,579	7,005	27,325	8,617
Hawkins	47.1	.0193	33.1	9.0	17.4	22.0	24.8	17.2	138,374	46,702	7,615	11,210	2,459	31,583	8,522
Sullivan	147.6	.0607	34.4	9.3	16.7	22.5	26.5	57.2	1,064,643	178,530	80,701	156,408	46,556	354,012	41,714
• Bristol	24.0	.0099	36.8	10.1	15.7	20.2	32.2	10.0	306,095	59,069	23,772	21,465	16,273	129,687	13,130
• Kingsport	32.1	.0132	38.1	8.7	14.5	20.6	33.9	13.5	677,835	104,629	52,327	126,189	24,353	201,138	27,760

TENN. (cont.)
S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Unicoi	16.8	.0069	35.8	9.2	15.4	20.8	30.4	6.4	39,193	9,804	5,388	6,253	1,830	8,159	1,627
Washington	93.6	.0385	32.6	12.9	17.3	19.9	25.9	34.5	618,615	149,227	51,135	98,271	29,628	148,227	21,507
• Johnson City	45.0	.0185	34.1	16.1	14.3	18.1	30.6	16.7	551,285	133,687	46,264	96,731	26,874	132,487	18,638
Bristol city, Va.	18.4	.0075	36.3	10.9	14.9	19.0	32.8	7.3	220,171	31,917	16,228	44,907	9,364	57,639	4,317
• *Bristol*	18.4	.0075	36.3	10.9	14.9	19.0	32.8	7.3	220,171	31,917	16,228	44,907	9,364	57,639	4,317
Scott, Va.	25.6	.0106	35.5	9.2	15.1	21.1	29.7	8.8	109,625	28,998	3,692	1,704	3,641	39,828	2,940
Washington, Va.	49.6	.0204	33.6	10.4	16.3	21.4	26.3	16.6	135,050	40,154	13,577	10,964	9,881	23,513	3,435
SUBURBAN TOTAL	330.6	.1360	33.3	9.7	17.3	22.0	25.0	120.2	714,740	196,055	52,607	61,004	33,500	169,335	28,834
KNOXVILLE	**599.3**	**.2465**	**32.9**	**12.0**	**17.7**	**20.2**	**26.1**	**231.1**	**4,599,978**	**945,343**	**524,185**	**577,007**	**243,515**	**1,046,556**	**147,388**
Anderson	70.1	.0288	34.4	9.2	16.6	21.0	28.0	27.0	435,662	103,419	27,597	62,770	17,671	129,790	12,532
• Oak Ridge	28.0	.0115	36.8	8.5	15.5	22.1	30.8	11.7	268,754	61,180	19,670	51,949	14,210	67,876	7,080
Blount	83.9	.0345	33.8	9.9	17.6	20.8	27.1	31.7	571,821	116,076	35,660	67,228	25,255	238,429	16,424
Grainger	17.4	.0072	33.1	9.7	16.2	21.0	25.9	6.3	22,476	4,759	2,024	865	1,145	6,292	1,209
Jefferson	34.0	.0140	33.6	12.1	15.3	21.9	25.9	12.2	94,183	32,758	7,822	8,554	3,749	8,526	7,241
Knox	331.7	.1364	32.3	13.6	18.3	19.3	25.7	130.7	3,062,036	584,343	378,127	417,120	179,956	621,878	98,420
• Knoxville	175.5	.0722	32.2	17.0	18.0	15.3	29.6	73.7	2,400,291	379,315	321,145	374,729	152,555	509,829	77,908
Sevier	49.5	.0203	33.6	9.5	17.3	22.1	25.4	18.5	393,794	98,302	72,409	18,750	15,419	36,589	11,323
Union	12.7	.0053	31.8	10.7	16.6	21.4	23.4	4.7	20,006	5,686	546	1,720	320	5,052	239
SUBURBAN TOTAL	395.8	.1628	33.0	10.0	17.7	22.2	24.3	145.7	1,930,933	504,848	183,370	150,329	76,750	468,851	62,400
MEMPHIS	**956.6**	**.3934**	**30.2**	**12.3**	**18.6**	**18.6**	**22.4**	**342.4**	**6,632,575**	**1,260,018**	**552,399**	**907,485**	**388,710**	**1,669,126**	**260,171**
Shelby	807.4	.3320	30.2	12.7	19.0	18.3	22.7	292.7	5,934,017	1,092,631	511,791	845,627	370,200	1,521,961	239,764
• Memphis	668.6	.2749	30.8	12.5	18.4	17.5	24.7	248.5	5,179,088	895,480	456,873	711,057	336,889	1,401,311	217,563
Tipton	35.5	.0146	31.2	10.4	15.0	19.6	24.6	12.1	106,190	25,607	5,858	14,478	2,632	27,801	3,026
Crittenden, Ark.	50.1	.0206	28.8	10.5	15.5	18.2	22.3	16.7	402,722	72,297	23,841	31,565	12,182	77,985	11,771
• *West Memphis*	27.8	.0114	29.3	10.8	17.0	19.2	21.2	9.7	306,640	56,242	20,861	29,145	9,174	70,820	9,924
De Soto, Miss.	63.6	.0262	29.8	9.2	17.1	23.2	17.8	20.9	189,646	69,483	10,909	15,815	3,696	41,379	5,610
SUBURBAN TOTAL	260.2	.1071	28.7	11.7	19.4	21.4	16.4	84.2	1,146,847	308,296	74,665	167,283	42,647	196,995	32,684

Is a college dorm a "household"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

Quality coverage of Memphis

You can reach a quality audience in the heart of Mid-America by advertising in The Commercial Appeal, the only major daily newspaper serving the Greater Memphis area.

An average Sunday issue of The Commercial Appeal is read by more than 500,000 adults in the Memphis MSA, including those who are most likely to respond to your advertising message.

Average Sunday readership in prime demographic groups includes:

- 84% of the adults-household incomes of $25K+.
- 81% of the adults age 25 to 49.
- 88% of the adults who attended college or graduated from college.

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Represented nationally by Sawyer-Ferguson-Walker with advertising offices in New York, Chicago, Los Angeles, Atlanta, Boston, Charlotte, Dallas, Detroit, Miami, Minneapolis, Philadelphia and San Francisco.

SOURCE: Belden Associates, 1986

TENN. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
NASHVILLE	**936.4**	**.3849**	**32.0**	**11.8**	**18.4**	**20.5**	**24.0**	**348.7**	**6,184,212**	**1,177,440**	**609,311**	**903,694**	**307,530**	**1,565,227**	**192,906**
Cheatham	26.6	.0109	31.3	9.3	17.9	22.8	20.6	8.9	68,295	19,390	2,931	2,185	1,242	15,793	2,734
Davidson	494.9	.2035	32.3	13.0	19.3	19.0	25.7	195.9	4,400,046	738,425	480,296	727,816	235,130	1,097,128	127,874
• Nashville-Davidson	473.1	.1945	32.0	13.2	19.6	18.8	25.4	188.0	4,194,844	704,977	462,624	656,203	226,874	1,092,751	118,151
Dickson	33.3	.0137	33.5	9.5	15.5	20.7	27.0	12.1	154,708	35,107	10,109	21,482	8,611	40,912	4,770
Robertson	41.0	.0168	32.9	9.9	16.1	19.9	26.7	14.3	142,048	35,634	7,817	12,628	6,941	35,525	6,132
Rutherford	103.1	.0424	29.7	15.1	18.3	19.8	20.5	36.2	496,006	119,630	40,365	56,284	23,932	111,596	17,764
• Murfreesboro	40.4	.0166	28.2	23.0	16.6	17.1	21.7	14.9	387,542	76,817	33,976	42,897	19,656	98,285	13,394
Sumner	97.7	.0401	31.7	9.1	18.0	22.9	21.1	33.5	379,179	91,433	26,827	39,309	14,615	104,380	16,840
Williamson	73.4	.0302	32.6	8.0	17.6	25.0	20.7	24.5	305,242	77,436	24,102	21,996	9,784	106,038	9,661
Wilson	66.4	.0273	32.6	8.7	17.6	23.1	22.8	23.3	238,688	60,385	16,864	21,994	7,275	53,855	7,131
SUBURBAN TOTAL	422.9	.1738	32.3	9.0	17.6	22.7	22.5	145.8	1,601,826	395,646	112,711	204,594	61,000	374,191	61,361
OTHER COUNTIES															
Bedford	29.1	.0120	35.0	9.2	14.7	19.4	30.7	10.9	120,280	27,958	7,630	9,189	6,897	30,325	6,247
Benton	15.5	.0063	37.0	8.3	14.6	19.4	33.5	6.1	60,682	23,210	3,820	8,232	1,727	10,836	1,028
Bledsoe	9.9	.0041	30.8	13.0	15.6	19.3	24.1	3.4	19,729	4,591	543	592	858	6,008	1,632
Bradley	73.8	.0304	31.1	11.8	17.3	21.7	21.6	26.4	397,014	93,559	30,909	45,845	14,020	108,398	15,574
Campbell	36.9	.0151	33.5	8.9	15.5	19.5	28.1	13.5	151,169	37,667	13,603	12,900	6,144	40,111	6,870
Cannon	11.1	.0046	35.3	9.2	15.1	21.3	29.2	4.1	30,361	10,220	1,354	1,641	1,854	6,365	2,088
Carroll	28.8	.0118	36.1	9.1	14.5	19.0	32.5	10.8	118,645	30,283	5,692	14,473	7,393	30,772	6,478
Chester	13.6	.0056	31.8	15.7	14.6	17.9	27.4	4.8	38,546	8,329	2,444	2,105	3,196	13,832	1,538
Claiborne	27.0	.0111	32.0	10.6	16.9	20.0	24.9	9.5	74,697	21,358	6,639	8,019	7,737	7,316	2,896
Clay	8.1	.0033	35.1	9.4	15.0	19.7	30.3	3.1	13,840	5,010	1,316	339	311	1,293	351
Cocke	29.8	.0123	33.0	9.9	16.6	21.6	25.1	11.2	116,131	26,616	9,689	14,800	7,467	22,624	4,126
Coffee	41.0	.0168	34.0	9.6	15.4	21.8	26.7	15.4	269,163	52,030	20,947	51,230	12,392	62,584	10,632
Crockett	14.7	.0061	35.2	9.4	14.2	18.4	31.8	5.3	42,309	10,719	1,721	1,804	1,990	15,244	1,652
Cumberland	33.2	.0136	33.5	9.3	15.7	19.7	28.0	12.0	178,452	36,366	15,616	21,225	4,310	47,033	8,520
Decatur	11.1	.0046	36.8	8.5	14.4	19.3	33.4	4.5	39,877	8,406	1,602	4,446	1,246	12,996	1,206
De Kalb	14.5	.0059	35.1	8.7	15.8	19.3	30.7	5.6	53,900	15,950	3,034	5,538	2,654	13,751	2,710
Dyer	34.9	.0144	33.5	9.6	16.1	18.8	28.8	13.2	178,263	31,163	11,566	21,179	11,341	49,498	6,715
Fayette	26.1	.0107	30.3	10.4	14.3	17.1	26.2	8.2	43,096	15,478	2,348	6,167	1,095	8,931	1,520
Fentress	15.6	.0064	32.7	9.1	15.9	19.9	26.4	5.5	58,973	14,041	2,915	3,943	2,129	5,697	3,230
Franklin	33.5	.0138	33.2	11.5	15.4	20.2	26.9	11.9	121,324	29,054	8,117	15,105	4,312	30,013	5,084
Gibson	49.1	.0202	36.0	8.9	14.6	18.4	33.0	18.9	229,822	56,925	12,181	30,991	7,989	65,661	13,307
Giles	24.9	.0102	35.5	9.4	14.5	19.2	31.6	9.4	122,829	24,227	7,322	14,798	7,381	21,680	7,654
Greene	57.2	.0235	34.3	9.5	16.6	22.1	26.7	20.9	306,698	67,447	20,238	35,127	13,092	74,494	12,310
Grundy	14.7	.0060	31.3	9.9	15.1	19.8	24.7	5.0	42,838	9,311	3,220	1,394	1,197	4,742	2,695
Hamblen	56.2	.0232	32.7	9.8	17.2	23.1	22.9	20.7	343,540	78,847	23,336	42,282	10,333	95,244	9,842
Hancock	6.8	.0028	34.1	9.9	14.3	19.3	29.5	2.3	13,079	3,129	1,753	80	1,118	1,771	574
Hardeman	24.4	.0101	32.3	9.5	15.1	17.1	28.9	8.2	90,474	25,845	3,128	6,893	2,582	22,742	2,734
Hardin	23.1	.0095	34.6	8.5	15.7	20.3	29.1	8.6	93,982	14,477	5,924	19,255	3,790	25,907	3,418
Haywood	20.9	.0086	31.2	10.1	14.7	15.6	28.8	7.0	77,812	21,110	4,512	8,023	3,911	11,150	4,511
Henderson	23.4	.0096	33.9	9.3	16.1	19.4	28.8	8.9	76,148	13,651	5,081	9,367	4,529	19,338	2,796
Henry	29.8	.0123	37.3	9.0	14.4	18.2	34.7	11.6	153,727	37,247	10,698	21,518	6,513	32,378	7,201
Hickman	15.9	.0065	33.2	11.9	15.9	19.8	27.4	5.5	34,043	12,608	1,345	1,117	1,084	3,718	2,380
Houston	6.9	.0029	34.8	8.8	15.2	19.4	30.3	2.3	13,598	5,234	602	124	388	920	4,403
Humphreys	16.2	.0066	33.6	8.9	15.9	20.4	27.3	6.1	60,740	17,921	4,116	8,801	1,126	16,002	1,608
Jackson	9.6	.0040	35.9	8.7	15.0	20.0	31.2	3.3	14,753	4,568	1,246	419	1,290	1,591	960
Johnson	14.4	.0059	34.1	8.8	15.9	20.8	27.8	5.3	33,373	13,139	2,787	2,542	942	3,334	2,654
Lake	7.8	.0032	36.9	9.3	13.4	16.3	35.8	2.6	16,731	5,563	2,156	922	391	2,599	1,730
Lauderdale	25.9	.0106	32.7	9.9	15.6	17.7	28.7	9.2	56,108	10,726	2,477	9,667	2,652	12,757	2,488
Lawrence	35.9	.0148	33.8	9.8	14.6	20.0	28.2	13.0	153,356	27,951	7,906	17,159	12,819	41,711	7,764
Lewis	10.8	.0044	31.1	9.2	17.8	18.0	25.0	3.5	33,691	8,806	913	3,050	740	9,340	1,945
Lincoln	27.3	.0112	36.0	9.3	14.2	20.7	30.7	10.3	112,371	36,712	7,032	14,630	4,539	15,188	6,165
Loudon	30.4	.0125	35.1	8.9	16.4	20.9	29.3	11.7	119,892	28,851	7,983	9,850	7,046	37,606	5,601
McMinn	44.0	.0181	33.7	9.7	16.0	20.8	27.0	16.0	257,116	103,472	20,770	20,816	9,381	37,020	11,426
McNairy	24.2	.0100	35.5	8.7	14.9	20.8	30.0	9.3	70,399	17,182	3,546	8,348	2,960	18,818	2,998

Number Two in the Country

In a recent national study conducted by the Market Economics Institute, Knoxville ranked second in the amount of disposable income spent on retail sales. That puts us ahead of every other metropolitan area in the state of Tennessee. We also fare better than most major Tennessee cities in total retail sales per household. And we're expected to continue this trend well into the next decade.

Use our spending habits to your advantage. Advertise your product in The Knoxville News-Sentinel and The Knoxville Journal. We're read by 67% of the market during any five weekday period.*

For more information on how you can reach the Knoxville market, contact the Knoxville News Sentinel Company and ask for our comprehensive market guide.

*SOURCE: Belden Associates, 1987

KNOXVILLE NEWS SENTINEL COMPANY
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The Knoxville News-Sentinel
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THE KNOXVILLE JOURNAL

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TENN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Macon	16.4	.0067	34.4	9.0	16.1	20.1	28.9	6.1	45,273	15,004	1,531	4,441	1,724	6,019	2,278
Marshall	20.9	.0086	35.9	8.7	15.0	19.2	32.1	7.9	92,083	24,188	4,235	9,603	5,150	29,753	4,486
Maury	54.3	.0223	33.7	10.0	16.0	19.8	28.2	20.4	249,676	57,962	20,895	35,318	15,030	47,066	12,402
Meigs	7.9	.0032	32.0	9.1	17.4	21.2	23.5	2.7	24,249	8,918	1,323	1,214	1,868	4,173	1,685
Monroe	30.6	.0126	32.6	10.0	15.8	20.5	25.7	10.9	121,081	22,636	10,712	12,155	4,442	30,382	3,901
Moore	5.0	.0021	33.8	9.5	14.6	20.9	27.3	1.7	7,205	4,173	459	335		795	242
Morgan	17.2	.0070	31.8	10.2	18.6	20.4	23.7	5.6	17,023	6,122	851	682	278	4,883	1,103
Obion	34.1	.0140	34.7	8.8	15.7	19.5	30.0	13.0	180,843	38,388	15,276	22,201	4,898	47,141	6,632
Overton	18.4	.0076	34.7	8.7	15.4	20.8	28.7	6.5	56,534	15,847	2,931	6,275	4,226	6,140	3,880
Perry	6.4	.0026	36.3	8.4	14.6	20.3	31.6	2.5	10,953	5,486	791	65	1,011	869	435
Pickett	4.5	.0019	35.2	8.6	15.4	20.0	30.3	1.6	17,277	4,024	499	834	1,790	5,136	243
Polk	13.8	.0057	32.9	8.9	15.9	21.1	25.6	4.9	29,858	13,332	1,636	3,110	1,202	3,603	1,254
Putnam	51.0	.0209	31.2	17.2	16.3	18.8	25.0	18.8	287,448	76,382	24,734	33,166	11,236	40,023	13,855
Rhea	25.2	.0104	31.6	11.1	16.7	19.5	24.9	9.1	81,770	30,450	6,128	5,069	2,375	16,161	3,710
Roane	50.8	.0209	34.1	8.7	16.3	21.6	27.0	18.5	227,724	62,593	15,431	21,089	9,573	73,997	9,959
Scott	21.2	.0088	30.3	9.9	16.4	18.7	23.5	7.3	64,322	21,268	2,913	10,003	851	9,708	4,178
Smith	15.2	.0063	34.8	9.6	15.6	19.2	30.6	5.7	47,321	11,917	1,859	2,422	9,052	8,232	2,375
Stewart	9.5	.0039	37.1	8.3	14.3	20.1	32.9	3.7	17,804	5,548	1,421	1,457	1,329	4,810	749
Trousdale	6.1	.0025	33.7	9.6	18.1	18.7	29.0	2.5	16,840	7,421	124	504	768	517	1,075
Van Buren	4.9	.0020	31.4	9.7	18.1	19.6	23.9	1.5	2,712	850	316	56	204	358	
Warren	34.1	.0140	33.5	9.6	16.4	20.2	27.4	12.9	143,890	36,929	10,458	16,316	7,211	28,849	5,584
Wayne	14.4	.0059	33.1	9.6	15.5	20.3	26.8	5.2	37,053	16,074	1,595	780	1,725	5,316	1,931
Weakley	33.8	.0139	33.1	16.5	14.2	17.1	30.2	12.3	127,600	35,867	10,378	15,025	6,793	25,005	6,519
White	20.6	.0085	35.3	8.6	15.7	20.0	30.4	7.7	70,424	14,469	3,074	5,575	1,695	30,012	2,366
TOTAL METRO COUNTIES	**3,228.2**	**1.3273**	**31.8**	**12.0**	**18.2**	**19.8**	**24.4**	**1,203.9**	**22,203,726**	**4,298,366**	**2,108,020**	**3,172,368**	**1,188,930**	**5,593,742**	**762,708**
TOTAL STATE	**4,852.5**	**1.9952**	**32.4**	**11.3**	**17.3**	**19.8**	**25.7**	**1,797.9**	**28,834,260**	**5,981,171**	**2,559,367**	**3,916,008**	**1,490,227**	**7,122,028**	**1,063,013**

TENN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
CHATTANOOGA	**4,410,355**	**20,940**	**25.0**	**28.2**	**14.2**	**9.7**	**.1656**
Hamilton	3,114,141	21,198	24.6	27.3	14.5	10.8	.1190
• Chattanooga	1,676,594	18,520	25.7	25.4	12.3	9.0	.0768
Marion	217,502	17,814	27.5	27.7	10.2	6.4	.0077
Sequatchie	70,938	15,925	29.9	25.5	9.8	4.6	.0026
Catoosa, Ga.	*383,422*	*23,155*	*23.1*	*31.1*	*17.5*	*8.7*	*.0147*
Dade, Ga.	*98,626*	*19,010*	*25.5*	*31.2*	*10.9*	*5.5*	*.0035*
Walker, Ga.	*525,726*	*20,900*	*26.5*	*30.3*	*14.1*	*7.7*	*.0181*
SUBURBAN TOTAL	2,733,761	22,534	24.5	30.1	15.5	10.2	.0888
CLARKSVILLE - HOPKINSVILLE	**1,471,488**	**19,200**	**30.5**	**27.2**	**12.6**	**8.0**	**.0533**
Montgomery	862,273	20,158	29.5	29.5	13.1	7.8	.0316
• Clarksville	675,612	19,836	31.4	29.5	12.5	7.5	.0267
Christian, Ky.	*609,215*	*17,679*	*32.0*	*23.6*	*12.0*	*8.4*	*.0217*
• *Hopkinsville*	*280,469*	*19,093*	*27.3*	*23.6*	*14.4*	*9.9*	*.0116*
SUBURBAN TOTAL	515,407	18,172	31.2	26.2	11.8	7.5	.0150
JACKSON	**799,334**	**20,404**	**24.3**	**25.2**	**15.3**	**10.3**	**.0329**
Madison	799,334	20,404	24.3	25.2	15.3	10.3	.0329
• Jackson	543,472	19,672	25.2	24.2	14.7	10.4	.0258
SUBURBAN TOTAL	255,862	22,081	22.2	27.6	16.6	10.1	.0071

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
JOHNSON CITY - KINGSPORT - BRISTOL	**4,470,554**	**20,290**	**26.2**	**27.9**	**13.6**	**9.2**	**.1622**
Carter	434,537	16,756	31.5	26.1	10.1	5.0	.0144
Hawkins	467,838	21,896	23.6	27.4	16.4	10.0	.0144
Sullivan	1,648,430	22,816	23.6	28.9	15.6	11.6	.0615
• Bristol	277,470	20,013	27.2	26.0	12.4	11.6	.0128
• Kingsport	397,886	21,393	23.5	25.7	13.2	13.9	.0231
Unicoi	152,686	18,929	27.7	28.5	13.1	5.7	.0048
Washington	900,664	18,860	28.5	27.8	11.2	8.0	.0354
• Johnson City	444,688	16,446	28.1	22.1	9.9	9.8	.0224
Bristol city, Va.	*186,433*	*19,436*	*24.0*	*27.4*	*12.8*	*8.5*	*.0091*
• *Bristol*	*186,433*	*19,436*	*24.0*	*27.4*	*12.8*	*8.5*	*.0091*
Scott, Va.	*239,183*	*20,422*	*25.4*	*24.6*	*14.6*	*11.7*	*.0084*
Washington, Va.	*440,783*	*19,655*	*28.0*	*28.4*	*12.9*	*7.8*	*.0142*
SUBURBAN TOTAL	3,164,077	20,771	26.3	29.0	14.3	8.5	.0948
KNOXVILLE	**6,401,113**	**20,471**	**25.3**	**26.4**	**13.6**	**11.0**	**.2498**
Anderson	837,942	23,994	22.1	26.9	15.6	15.8	.0285
• Oak Ridge	431,087	29,232	19.5	23.5	17.4	24.5	.0150
Blount	848,504	20,542	25.8	27.5	14.7	8.9	.0327

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*Source: Belden Associates, 1987.

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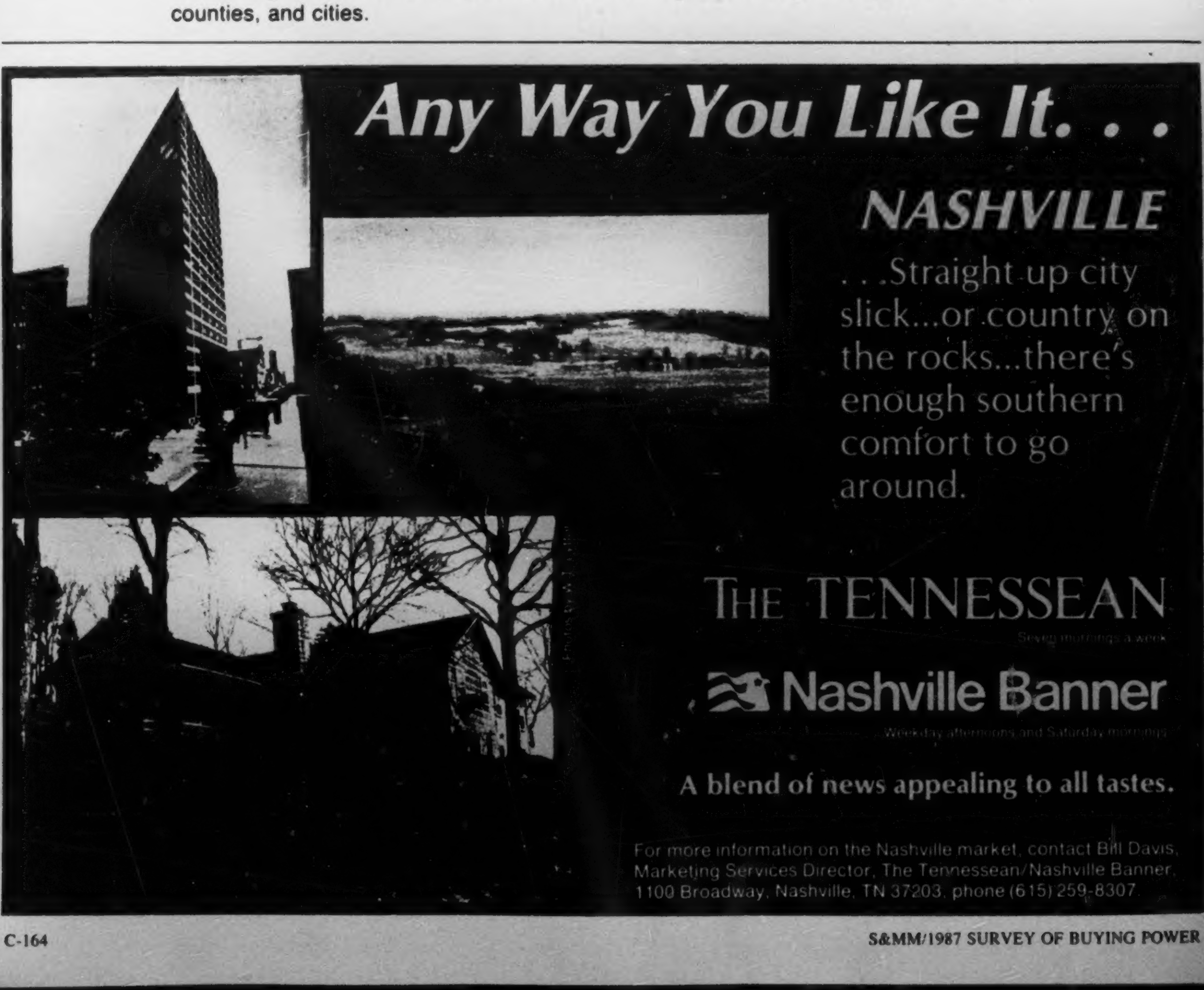
TENN. (cont.)
S&MM ESTIMATES

METRO AREA County City	EFFECTIVE BUYING INCOME 1986 Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Grainger	115,484	14,278	33.8	23.1	5.5	2.9	.0038
Jefferson	328,271	20,779	26.5	28.7	13.2	9.9	.0102
Knox	3,752,964	20,897	24.5	25.8	14.1	12.0	.1524
• Knoxville	1,852,744	17,177	27.3	24.3	10.6	8.5	.0943
Sevier	430,085	17,857	29.6	28.2	10.0	6.0	.0193
Union	87,863	14,856	31.2	25.4	7.4	2.4	.0029
SUBURBAN TOTAL	4,117,282	21,689	24.7	27.8	14.8	11.2	.1405
MEMPHIS	**10,082,963**	**21,652**	**22.8**	**25.4**	**15.0**	**12.9**	**.3825**
Shelby	8,783,514	21,872	22.7	25.1	14.9	13.7	.3343
• Memphis	6,994,778	20,249	23.8	25.1	13.5	12.0	.2775
Tipton	284,005	17,870	25.2	26.8	12.2	6.3	.0098
Crittenden, Ark.	*395,451*	*16,230*	*25.7*	*23.1*	*12.0*	*6.6*	*.0189*
• *West Memphis*	*250,367*	*18,727*	*24.8*	*26.2*	*13.6*	*7.3*	*.0127*
De Soto, Miss.	*619,993*	*25,959*	*21.1*	*30.1*	*20.2*	*10.7*	*.0195*
SUBURBAN TOTAL	2,837,818	27,072	19.5	26.7	19.5	16.3	.0923
NASHVILLE	**11,420,905**	**25,081**	**21.9**	**27.6**	**16.9**	**15.8**	**.3942**
Cheatham	247,230	22,171	26.3	32.5	13.9	8.9	.0078
Davidson	6,437,867	24,485	22.6	27.2	16.1	16.0	.2381
• Nashville-Davidson	5,985,981	24,119	22.9	27.4	16.2	15.1	.2245
Dickson	326,878	20,867	25.0	29.2	14.5	8.3	.0113
Robertson	392,712	22,111	23.5	29.5	15.7	9.6	.0128
Rutherford	1,258,438	26,898	20.6	26.7	19.7	17.4	.0396
• Murfreesboro	509,267	23,798	22.7	24.4	16.4	17.3	.0197
Sumner	1,078,330	26,180	20.6	28.7	18.7	15.1	.0338
Williamson	965,956	31,146	18.6	24.6	18.9	24.6	.0285
Wilson	713,494	25,860	19.9	30.0	18.2	13.2	.0223
SUBURBAN TOTAL	4,925,657	26,498	20.7	28.1	17.9	16.5	.1500

S&MM ESTIMATES

METRO AREA County City	EFFECTIVE BUYING INCOME 1986 Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Bedford	304,945	20,826	24.4	30.6	12.3	9.0	.0100
Benton	133,589	16,158	28.8	26.7	10.2	3.8	.0048
Bledsoe	77,128	15,525	27.8	23.2	10.2	5.1	.0025
Bradley	703,521	20,503	27.2	29.0	14.1	8.2	.0260
Campbell	262,498	14,149	30.1	23.9	6.9	3.5	.0105
Cannon	78,564	14,348	33.5	22.7	6.5	3.7	.0028
Carroll	226,451	15,659	28.8	26.6	8.3	4.3	.0086
Chester	105,349	15,965	24.1	27.2	9.4	4.8	.0036
Claiborne	170,180	12,454	31.5	18.4	7.0	3.2	.0067
Clay	61,493	14,000	30.8	22.8	6.6	4.1	.0019
Cocke	219,848	14,955	29.9	24.1	7.6	3.7	.0086
Coffee	422,120	20,836	26.0	27.7	13.4	10.9	.0159
Crockett	107,870	15,392	29.7	24.5	7.9	4.5	.0039
Cumberland	274,460	17,140	30.6	26.0	10.3	5.7	.0109
Decatur	102,455	16,931	27.4	25.2	10.8	6.3	.0035
De Kalb	111,462	13,770	31.0	23.4	5.9	2.5	.0041
Dyer	315,379	17,434	29.2	25.1	10.1	8.0	.0118
Fayette	171,142	15,107	27.7	22.9	9.1	5.6	.0059
Fentress	84,918	11,168	31.4	17.9	3.9	2.3	.0039
Franklin	304,731	19,444	26.9	28.2	13.4	6.9	.0104
Gibson	462,179	18,593	25.6	27.7	11.9	7.2	.0163
Giles	234,402	19,379	26.4	28.3	11.3	8.8	.0086
Greene	561,192	20,478	25.2	29.1	13.6	8.4	.0203
Grundy	108,968	15,150	32.1	23.5	7.1	4.5	.0040
Hamblen	510,886	19,195	29.3	28.8	12.5	6.5	.0201
Hancock	36,062	11,074	30.4	16.9	4.3	2.7	.0014

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.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TENN. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hardeman	187,063	16,765	27.7	25.5	10.5	5.5	.0071
Hardin	171,291	15,308	29.8	25.1	8.4	3.6	.0067
Haywood	140,431	13,414	29.1	21.5	6.7	5.1	.0057
Henderson	211,449	18,901	26.6	29.8	10.9	6.5	.0071
Henry	257,089	16,531	31.0	24.6	10.0	5.4	.0098
Hickman	127,946	18,638	27.6	30.8	10.6	5.2	.0042
Houston	52,002	16,879	27.2	26.1	9.7	7.2	.0016
Humphreys	143,220	20,056	22.2	31.0	13.9	5.3	.0050
Jackson	70,224	14,962	28.8	21.1	10.2	5.3	.0023
Johnson	101,042	15,070	31.3	26.5	6.0	2.9	.0036
Lake	51,681	13,644	29.8	22.5	6.0	4.8	.0018
Lauderdale	200,581	16,483	26.7	25.7	9.3	5.5	.0067
Lawrence	320,002	19,340	26.7	28.3	12.9	7.0	.0114
Lewis	91,458	18,440	30.3	27.2	11.7	7.2	.0032
Lincoln	222,832	16,412	32.0	24.5	9.6	5.2	.0082
Loudon	385,138	25,141	22.4	24.8	17.2	17.3	.0114
McMinn	432,384	20,882	24.2	27.5	14.9	9.4	.0160
McNairy	195,368	16,102	28.5	26.9	8.2	4.9	.0068
Macon	136,785	16,975	28.7	29.8	7.4	4.4	.0046
Marshall	221,789	20,954	25.2	29.1	14.4	8.5	.0074
Maury	551,391	21,203	23.5	29.5	14.3	8.9	.0188
Meigs	64,619	18,880	28.4	27.4	13.4	6.3	.0022
Monroe	255,856	17,483	29.7	27.4	9.5	6.4	.0093
Moore	54,349	26,500	22.3	27.8	19.1	14.6	.0015
Morgan	138,801	17,327	29.0	25.6	12.0	5.9	.0041
Obion	369,338	21,213	24.5	26.8	14.8	10.7	.0127
Overton	117,922	13,288	30.5	20.9	7.1	2.9	.0045
Perry	51,366	15,976	33.3	24.5	10.4	3.0	.0016
Pickett	29,842	14,443	35.9	21.3	8.0	2.4	.0013
Polk	96,733	15,846	29.8	27.6	8.0	2.6	.0034
Putnam	440,432	16,775	30.0	25.3	10.2	5.9	.0173
Rhea	218,790	18,507	26.5	26.2	12.3	7.8	.0075
Roane	511,185	21,555	23.9	27.6	14.8	10.9	.0174
Scott	143,245	12,882	31.2	19.9	5.9	3.8	.0055
Smith	137,725	19,376	26.4	29.7	12.1	6.7	.0046
Stewart	76,991	16,358	27.5	29.1	7.9	4.0	.0024
Trousdale	64,884	20,937	26.2	31.2	14.8	6.3	.0019
Van Buren	34,540	16,893	34.6	26.1	8.8	5.1	.0011
Warren	299,602	17,896	29.3	28.1	9.8	6.2	.0107
Wayne	117,931	18,450	25.4	30.3	10.7	5.2	.0038
Weakley	270,293	15,747	31.7	25.1	8.4	4.9	.0100
White	157,557	15,264	31.8	26.2	7.9	3.2	.0057
TOTAL METRO COUNTIES	**35,557,880**	**22,027**	**23.9**	**26.8**	**14.9**	**12.6**	**1.3124**
TOTAL STATE	**49,632,839**	**20,426**	**25.2**	**26.8**	**13.6**	**10.6**	**1.8173**

TEXAS

TEXAS
S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ABILENE	**123.1**	**.0506**	**30.1**	**15.5**	**16.9**	**18.0**	**23.6**	**44.1**
Taylor	123.1	.0506	30.1	15.5	16.9	18.0	23.6	44.1
• Abilene	111.9	.0460	29.6	16.3	17.2	17.6	23.1	39.5
SUBURBAN TOTAL	11.2	.0046	35.8	7.8	13.8	22.2	29.0	4.6
AMARILLO	**198.3**	**.0816**	**31.0**	**12.6**	**18.0**	**19.3**	**23.4**	**75.5**
Potter	106.5	.0438	31.3	12.4	17.1	17.2	26.5	41.4
• Amarillo	163.7	.0673	31.2	11.7	18.5	18.7	24.2	63.7
Randall	91.8	.0378	30.6	12.7	19.2	21.7	19.9	34.1
SUBURBAN TOTAL	34.6	.0143	29.8	16.7	16.3	21.9	19.7	11.8
AUSTIN	**732.9**	**.3014**	**28.8**	**16.8**	**21.9**	**18.1**	**18.4**	**279.7**
Hays	56.4	0232	24.8	27.4	15.4	15.4	18.5	18.2
Travis	560.5	.2305	28.8	17.4	23.1	17.8	17.9	223.2
• Austin	460.4	.1893	28.3	19.2	24.0	16.3	17.6	188.6
Williamson	116.0	.0477	30.7	8.8	19.2	20.9	20.9	38.3
SUBURBAN TOTAL	272.5	.1121	30.0	12.8	18.4	21.2	19.7	91.1

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**1,155,725**	**199,044**	**106,299**	**148,108**	**51,217**	**275,027**	**31,040**
Taylor	1,155,725	199,044	106,299	148,108	51,217	275,027	31,040
• Abilene	1,073,294	188,625	99,251	145,288	51,230	253,379	31,286
SUBURBAN TOTAL	82,431	10,419	7,048	2,820	13	21,648	246
AMARILLO	**1,413,889**	**275,202**	**144,419**	**158,810**	**72,038**	**369,401**	**22,446**
Potter	1,017,702	185,370	108,952	119,110	44,227	263,041	17,390
• Amarillo	1,368,798	277,070	137,045	147,336	68,815	360,612	21,892
Randall	396,187	89,832	35,467	39,700	27,811	106,360	5,056
SUBURBAN TOTAL	45,091	1,868	7,374	11,474	3,223	8,789	554
AUSTIN	**4,728,756**	**948,234**	**570,723**	**517,875**	**283,797**	**1,028,733**	**90,192**
Hays	231,854	53,763	36,862	17,131	5,970	38,080	2,830
Travis	4,052,776	754,125	500,449	461,809	262,397	893,009	75,977
• Austin	3,848,383	710,286	484,849	439,842	252,315	883,009	72,876
Williamson	444,126	140,346	33,412	38,935	15,430	97,644	11,385
SUBURBAN TOTAL	880,373	237,948	85,874	78,033	31,482	145,724	17,316

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	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BEAUMONT - PORT ARTHUR	**393.6**	**.1619**	**31.7**	**11.2**	**16.8**	**19.1**	**25.4**	**140.7**	**2,465,575**	**524,990**	**213,197**	**317,541**	**113,370**	**532,200**	**76,094**
Hardin	46.1	.0190	31.8	9.4	16.1	20.7	24.2	15.5	179,610	48,088	7,126	19,560	2,898	60,446	7,734
Jefferson	257.9	.1060	32.1	11.8	16.9	18.1	27.0	94.5	1,792,073	345,490	175,580	240,139	93,426	360,431	50,497
• Beaumont	123.3	.0507	31.4	12.3	18.1	17.4	26.1	45.7	1,113,225	170,256	117,381	173,383	69,913	221,245	26,115
• Port Arthur	63.9	.0263	33.1	11.3	15.0	16.0	31.1	23.6	385,409	92,931	29,845	45,509	16,080	94,515	10,919
Orange	89.6	.0369	30.5	10.5	17.0	21.1	21.3	30.7	493,892	131,412	30,491	57 842	17,046	111,323	17,863
SUBURBAN TOTAL	206.4	.0849	31.5	10.6	16.5	21.1	23.2	71.4	966,941	261,803	65,971	98,649	27,377	216,440	39,060
BRAZORIA	**205.8**	**.0847**	**29.3**	**12.4**	**20.1**	**21.2**	**17.4**	**67.2**	**956,803**	**291,227**	**73,890**	**98,397**	**34,987**	**208,006**	**25,442**
Brazoria	205.8	.0847	29.3	12.4	20.1	21.2	17.4	67.2	956,803	291,227	73,890	98,397	34,987	208,006	25,442
SUBURBAN TOTAL	205.8	.0847	29.3	12.4	20.1	21.2	17.4	67.2	956,803	291,227	73,890	98,397	34,987	208,006	25,442
BROWNSVILLE - HARLINGEN	**251.7**	**.1035**	**27.6**	**10.1**	**15.7**	**16.8**	**21.7**	**71.8**	**1,355,191**	**327,340**	**130,508**	**167,970**	**80,310**	**241,591**	**27,846**
Cameron	251.7	.1035	27.6	10.1	15.7	16.8	21.7	71.8	1,355,191	327,340	130,508	167,970	80,310	241,591	27,846
• Brownsville	100.0	.0411	26.7	10.6	16.0	17.1	19.6	27.6	685,642	172,461	54,023	108,265	50,126	109,009	15,582
• Harlingen	54.4	.0224	29.2	10.1	16.4	16.1	24.4	16.8	461,084	96,507	51,656	48,539	22,848	100,892	6,935
SUBURBAN TOTAL	97.3	.0400	27.7	9.5	15.0	16.8	22.4	27.4	208,465	58,372	24,829	11,166	7,336	31,690	5,329

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TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

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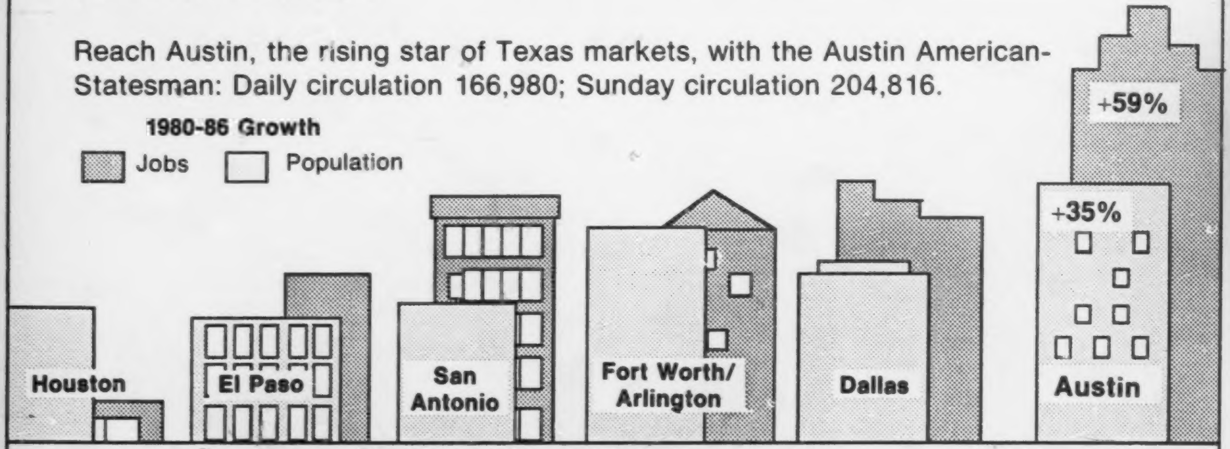

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Sources: 1987 S&MM Survey of Buying Power, Texas Employment Commission, U.S. Bureau of the Census, ABC Publisher's Report 3/31/87

TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BRYAN - COLLEGE STATION	**120.9**	**.0497**	**24.3**	**31.6**	**17.4**	**13.9**	**15.6**	**44.1**	**821,323**	**191,956**	**104,312**	**126,891**	**27,993**	**131,279**	**11,291**
Brazos	120.9	.0497	24.3	31.6	17.4	13.9	15.6	44.1	821,323	191,956	104,312	126,891	27,993	131,279	11,291
● Bryan	60.9	.0250	28.8	15.8	18.7	16.5	21.8	23.4	495,956	107,200	53,482	49,640	21,434	117,143	7,958
● College Station	50.5	.0208	22.7	54.8	15.2	9.3	7.2	17.2	314,621	80,430	49,460	76,800	5,904	13,297	3,300
SUBURBAN TOTAL	9.5	.0039	31.1	9.0	20.6	21.6	20.3	3.5	10,746	4,326	1,370	451	655	839	33
CORPUS CHRISTI	**365.6**	**.1503**	**29.2**	**11.4**	**17.7**	**18.4**	**21.3**	**120.1**	**2,304,853**	**555,282**	**243,824**	**248,124**	**125,407**	**493,478**	**42,050**
Nueces	302.0	.1242	29.3	11.6	18.2	18.2	21.4	100.4	2,013,134	454,793	226,228	229,735	119,601	418,188	34,054
● Corpus Christi	268.0	.1102	29.4	11.8	18.5	18.2	21.3	90.5	1,870,382	406,368	212,021	221,781	117,556	390,065	30,442
San Patricio	63.6	.0261	28.9	10.0	16.5	19.1	20.9	19.7	291,719	100,489	17,596	18,389	5,806	75,290	7,996
SUBURBAN TOTAL	97.6	.0401	28.6	10.3	15.7	18.9	21.1	29.6	434,471	148,914	31,803	26,343	7,851	103,413	11,608
DALLAS	**2,378.0**	**.9778**	**30.5**	**11.7**	**20.5**	**21.1**	**19.6**	**890.6**	**17,259,871**	**3,384,735**	**1,976,825**	**2,017,655**	**936,590**	**3,920,290**	**413,548**
Collin	211.9	.0871	30.0	8.0	20.0	25.0	15.1	69.1	1,259,631	283,209	106,489	210,260	82,340	228,734	37,391
Plano	107.0	.0440	28.8	7.1	23.5	27.3	8.1	33.4	759,005	185,384	79,249	179,740	37,341	61,271	20,920
Dallas	1,810.0	.7442	30.5	12.1	20.6	20.7	20.1	698.2	14,399,227	2,656,528	1,747,303	1,606,248	809,668	3,376,201	321,017
Carrollton	56.6	.0233	29.7	9.2	25.9	25.0	11.1	20.8	381,728	80,403	29,037	48,449	12,534	84,436	16,544
● Dallas	1,019.9	.4193	31.0	12.9	20.6	18.7	23.0	417.9	8,709,830	1,526,250	1,151,536	1,001,203	567,384	1,841,380	179,666
Garland	169.1	.0695	29.0	9.7	23.5	22.6	13.3	58.3	888,883	234,698	84,356	60,588	42,315	167,282	20,001
Grand Prairie	91.3	.0375	29.1	10.8	20.8	20.5	17.2	31.6	390,225	90,030	60,104	13,575	11,436	102,985	18,580
● Irving	130.2	.0535	29.6	13.8	20.5	23.1	15.9	49.5	1,059,998	199,728	84,824	110,545	33,316	438,908	22,599
Mesquite	81.6	.0336	28.9	11.2	19.6	24.3	13.7	26.9	676,971	108,451	43,088	201,008	25,117	97,485	14,780
Richardson	81.9	.0337	31.5	7.7	20.0	28.3	14.7	28.4	871,656	136,631	67,461	110,668	53,043	282,132	13,725
Denton	205.5	.0845	29.0	14.0	22.8	20.7	15.7	72.2	951,652	275,103	71,372	134,111	23,026	183,182	34,967
● Denton	55.4	.0228	27.5	25.3	20.1	16.3	18.6	20.6	485,004	110,142	41,150	88,219	11,458	99,326	24,008
Ellis	76.0	.0313	32.7	9.6	15.4	20.1	26.3	25.4	305,344	82,040	25,420	34,461	8,172	57,087	9,793
Kaufman	50.3	.0207	34.5	9.0	14.7	20.5	28.8	17.1	247,592	66,118	18,989	25,227	10,116	52,645	7,540
Rockwall	24.3	.0100	33.0	7.7	17.2	25.5	21.0	8.6	96,425	21,737	7,252	7,348	3,268	22,441	2,840
SUBURBAN TOTAL	1,172.5	.4822	30.3	9.8	20.3	23.2	17.3	402.6	7,005,039	1,548,615	699,315	817,688	324,432	1,540,676	187,275
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,603.8***	***1.4818***	***30.7***	***11.7***	***19.8***	***21.1***	***20.5***	***1,342.3***	***25,599,012***	***5,186,036***	***2,845,908***	***3,078,161***	***1,300,326***	***5,830,118***	***606,232***
EL PASO	**557.1**	**.2290**	**27.3**	**13.2**	**17.4**	**18.4**	**18.3**	**165.9**	**2,468,560**	**501,426**	**277,051**	**389,265**	**145,520**	**466,350**	**50,618**
El Paso	557.1	.2290	27.3	13.2	17.4	18.4	18.3	165.9	2,468,560	501,426	277,051	389,265	145,520	466,350	50,618
● El Paso	486.3	.1999	28.0	12.4	17.2	18.7	19.2	149.6	2,399,240	483,334	269,463	386,546	141,553	456,379	48,412
SUBURBAN TOTAL	70.8	.0291	23.8	18.8	18.3	16.2	12.3	16.3	69,320	18,092	7,588	2,719	3,967	9,971	2,206
FORT WORTH - ARLINGTON	**1,225.8**	**.5040**	**31.2**	**11.8**	**18.7**	**20.7**	**22.2**	**451.7**	**8,339,141**	**1,801,301**	**869,083**	**1,060,506**	**363,736**	**1,909,828**	**192,684**
Johnson	93.4	.0384	32.8	9.5	15.9	21.5	25.1	32.4	434,063	111,737	32,419	50,590	8,963	102,257	15,931
Parker	59.1	.0243	34.6	9.2	14.9	22.3	27.1	21.1	222,825	57,907	17,951	11,454	4,017	57,331	7,060
Tarrant	1,073.3	.4413	31.0	12.1	19.2	20.6	21.7	398.2	7,682,253	1,631,657	818,713	998,462	350,756	1,750,240	169,693
● Arlington	232.9	.0958	29.0	14.3	23.7	21.5	14.2	87.6	1,783,921	379,540	208,608	245,182	58,568	481,286	29,656
● Fort Worth	447.4	.1840	31.8	12.6	18.0	17.5	26.8	172.1	3,657,228	671,258	401,721	437,924	196,451	914,355	82,156
SUBURBAN TOTAL	545.5	.2242	32.0	10.0	17.3	23.1	21.8	192.0	2,897,992	750,503	258,754	377,400	108,717	514,187	80,872
GALVESTON - TEXAS CITY	**218.9**	**.0901**	**31.6**	**10.9**	**17.9**	**19.9**	**23.9**	**79.3**	**1,333,584**	**369,112**	**146,541**	**118,653**	**38,043**	**271,398**	**37,313**
Galveston	218.9	.0901	31.6	10.9	17.9	19.9	23.9	79.3	1,333,584	369,112	146,541	118,653	38,043	271,398	37,313
● Galveston	63.7	.0262	32.5	12.7	18.1	16.6	28.8	25.4	457,627	121,431	73,136	51,480	15,025	72,478	10,303
● Texas City	44.1	.0181	31.1	10.7	17.1	19.6	23.8	15.3	298,505	76,542	22,360	16,105	9,834	90,614	9,528
SUBURBAN TOTAL	111.1	.0458	31.2	10.0	17.8	21.9	21.3	38.6	577,452	171,139	51,045	51,068	13,184	108,306	17,482
HOUSTON	**3,232.2**	**1.3288**	**29.5**	**12.0**	**21.9**	**20.6**	**17.4**	**1,179.4**	**21,801,603**	**4,600,068**	**2,450,297**	**2,570,885**	**1,147,311**	**4,721,814**	**641,502**
Fort Bend	202.5	.0832	28.7	9.2	24.0	21.0	13.8	63.9	602,092	167,995	32,853	17,581	15,575	153,378	17,493
Harris	2,770.0	1.1389	29.5	12.4	22.1	20.5	17.3	1,029.8	19,977,712	4,154,365	2,341,647	2,471,583	1,102,490	4,178,219	587,705
● Baytown	60.6	.0249	29.2	12.3	19.5	18.1	20.7	21.9	452,511	120,632	39,645	37,701	15,205	115,615	13,407
● Houston	1,744.8	.7174	29.7	13.5	22.1	19.5	18.7	671.0	14,506,819	2,852,447	1,780,002	1,837,216	857,527	2,969,343	430,823
Pasadena	120.0	.0493	28.1	14.3	20.2	19.5	16.6	42.6	806,648	182,949	81,184	144,231	35,848	153,917	23,639
Liberty	57.0	.0234	32.0	9.5	16.2	19.6	25.6	19.9	310,181	87,073	17,235	26,147	5,278	91,535	11,774
Montgomery	178.8	.0735	30.8	8.7	17.8	24.0	18.5	58.7	635,245	166,599	48,877	43,303	20,621	121,540	20,661
Waller	23.9	.0098	28.6	20.1	14.0	16.9	24.1	7.1	276,373	24,036	9,685	12,271	3,347	177,142	3,869
SUBURBAN TOTAL	1,426.8	.5865	29.3	10.2	21.5	22.2	15.5	486.5	6,842,273	1,626,989	630,650	695,968	274,579	1,636,856	197,272

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TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	*3,656.9*	*1.5036*	*29.6*	*12.0*	*21.4*	*20.6*	*17.8*	*1,325.9*	*24,091,990*	*5,260,407*	*2,670,728*	*2,787,935*	*1,220,341*	*5,201,218*	*704,257*
KILLEEN - TEMPLE	**243.2**	**.1001**	**26.1**	**20.9**	**18.7**	**16.4**	**16.9**	**77.8**	**1,149,405**	**257,436**	**123,168**	**186,689**	**59,404**	**257,365**	**23,581**
Bell	176.5	.0726	27.2	18.1	18.7	16.7	18.8	60.7	1,029,215	220,702	111,402	167,115	49,945	233,881	20,734
• Killeen	59.6	.0245	24.2	23.3	19.8	16.2	11.3	22.0	467,304	87,683	47,407	77,149	27,579	129,367	8,188
• Temple	47.4	.0195	33.6	10.3	17.0	17.2	30.4	18.4	415,617	90,195	44,076	77,882	19,992	87,405	11,781
Coryell	66.7	.0275	24.1	28.3	18.7	15.5	12.1	17.1	120,190	36,734	11,766	19,574	9,459	23,484	2,847
SUBURBAN TOTAL	136.2	.0561	24.9	23.4	18.8	16.2	14.8	37.4	266,484	79,558	31,685	31,658	11,833	40,593	3,612
LAREDO	**119.8**	**.0492**	**26.1**	**11.3**	**15.7**	**16.6**	**19.5**	**31.8**	**1,016,065**	**224,217**	**66,427**	**166,146**	**99,661**	**107,154**	**18,414**
Webb	119.8	.0492	26.1	11.3	15.7	16.6	19.5	31.8	1,016,065	224,217	66,427	166,146	99,661	107,154	18,414
• Laredo	110.5	.0454	26.0	11.5	15.5	16.2	19.8	29.5	1,007,207	224,195	65,363	165,766	99,630	107,144	18,407
SUBURBAN TOTAL	9.3	.0038	27.1	9.7	17.1	21.1	15.3	2.3	8,858	22	1,064	380	31	10	7
LONGVIEW - MARSHALL	**171.4**	**.0705**	**32.0**	**11.2**	**16.4**	**18.9**	**26.3**	**62.1**	**1,301,855**	**270,529**	**116,744**	**173,175**	**72,551**	**326,689**	**32,799**
Gregg	114.0	.0469	31.6	11.7	17.4	19.1	25.1	42.0	1,019,974	219,266	93,892	150,810	42,023	257,920	23,999
• Longview	75.0	.0308	31.4	12.3	17.9	19.0	24.6	27.9	780,371	160,303	77,030	137,409	38,692	161,398	16,668
Harrison	57.4	.0236	32.9	10.2	14.8	18.4	28.5	20.1	281,881	51,263	22,852	22,365	30,528	68,769	8,800
• Marshall	24.8	.0102	33.5	11.2	14.5	15.7	32.1	9.0	227,245	43,235	16,520	19,332	14.936	63,394	8,150
SUBURBAN TOTAL	71.6	.0295	32.3	10.1	15.8	19.8	25.9	25.2	294,239	66,991	23,194	16,434	18,923	101,897	7,981
LUBBOCK	**220.7**	**.0907**	**27.8**	**17.9**	**18.3**	**17.5**	**19.4**	**78.3**	**1,549,674**	**290,431**	**157,205**	**200,856**	**93,681**	**407,226**	**23,907**
Lubbock	220.7	.0907	27.8	17.9	18.3	17.5	19.4	78.3	1,549,674	290,431	157,205	200,856	93,681	407,226	23,907
• Lubbock	180.2	.0741	27.5	19.3	19.0	16.8	19.0	65.3	1,427,040	269,572	152,326	194,548	93,063	352,368	22,404
SUBURBAN TOTAL	40.5	.0166	29.5	11.6	16.1	20.6	20.6	13.0	122,634	20,859	4,879	6,308	618	54,858	1,503
McALLEN - EDINBURG - MISSION	**360.8**	**.1484**	**26.8**	**10.4**	**15.8**	**16.2**	**20.8**	**98.5**	**1,681,474**	**362,534**	**133,383**	**239,277**	**101,154**	**294,484**	**36,676**
Hidalgo	360.8	.1484	26.8	10.4	15.8	16.2	20.8	98.5	1,681,474	362,534	133,383	239,277	101,154	294,484	36,676
• Edinburg	32.2	.0132	26.6	13.5	16.5	15.7	20.6	9.3	164,370	51,182	14,354	14,265	8,972	39,577	4,690
• McAllen	83.4	.0343	28.6	9.7	17.3	17.6	21.4	25.0	905,670	126,962	74,952	143,987	72,679	158,553	18,218
• Mission	30.8	.0127	29.0	10.1	14.3	15.2	26.2	8.9	119,018	46,214	7,058	13,949	4,497	22,159	2,739
SUBURBAN TOTAL	214.4	.0882	25.7	10.3	15.2	15.9	19.9	55.3	492,416	138,176	37,019	67,076	15,006	74,195	11,029
MIDLAND	**114.8**	**.0472**	**30.6**	**11.5**	**19.0**	**19.6**	**22.0**	**42.0**	**1,161,797**	**223,995**	**104,415**	**171,428**	**69,831**	**198,074**	**20,587**
Midland	114.8	.0472	30.6	11.5	19.0	19.6	22.0	42.0	1,161,797	223,995	104,415	171,428	69,831	198,074	20,587
• Midland	103.0	.0423	30.7	11.3	19.1	19.2	22.7	38.1	1,100,099	219,856	103,513	171,357	69,728	182,651	20,576
SUBURBAN TOTAL	11.8	.0049	29.1	12.4	17.5	23.4	16.2	3.9	61,698	4,139	902	71	103	15,423	11
ODESSA	**136.8**	**.0563**	**29.3**	**12.9**	**18.9**	**19.1**	**20.1**	**49.7**	**1,412,505**	**265,418**	**152,610**	**188,758**	**89,321**	**335,850**	**20,308**
Ector	136.8	.0563	29.3	12.9	18.9	19.1	20.1	49.7	1,412,505	265,418	152,610	188,758	89,321	335,850	20,308
• Odessa	106.2	.0437	29.6	12.9	19.1	18.9	20.8	39.2	1,301,922	252,124	134,048	186,113	85,751	332,955	19,416
SUBURBAN TOTAL	30.6	.0126	28.2	12.9	18.2	19.9	17.8	10.5	110,583	13,294	18,562	2,645	3,570	2,895	892
SAN ANGELO	**98.4**	**.0404**	**31.5**	**13.9**	**16.6**	**17.9**	**26.3**	**36.0**	**768,481**	**151,741**	**76,455**	**102,632**	**43,849**	**173,135**	**16,107**
Tom Green	98.4	.0404	31.5	13.9	16.6	17.9	26.3	36.0	768,481	151,741	76,455	102,632	43,849	173,135	16,107
• San Angelo	86.7	.0356	31.0	14.6	17.0	17.2	26.0	32.0	750,717	149,085	75,327	102,239	43,692	171,224	16,039
SUBURBAN TOTAL	11.7	.0048	35.8	8.4	15.1	22.6	28.5	4.0	17,764	2,656	1,128	393	157	1,911	68
SAN ANTONIO	**1,251.2**	**.5145**	**29.8**	**12.1**	**17.6**	**18.7**	**22.2**	**422.8**	**7,188,738**	**1,636,205**	**876,006**	**865,456**	**397,741**	**1,424,013**	**123,921**
Bexar	1,144.8	.4707	29.5	12.3	17.9	18.5	21.6	385.0	6,808,667	1,538,670	842,804	842,177	381,789	1,343,555	114,406
• San Antonio	933.7	.3839	29.6	12.0	17.4	17.7	23.0	317.6	6,081,786	1,374,280	761,649	748,959	331,123	1,244,698	103,604
Comal	48.6	.0200	36.3	8.4	14.8	20.1	31.7	17.7	196,721	54,895	19,015	13,583	6,476	40,542	3,716
Guadalupe	57.8	.0238	32.5	11.0	15.5	20.5	25.6	20.1	183,350	42,640	14,187	9,696	9,476	39,916	5,799
SUBURBAN TOTAL	317.5	.1306	30.3	12.4	18.5	21.6	19.7	105.2	1,106,952	261,925	114,357	116,497	66,618	179,315	20,317
SHERMAN - DENISON	**97.9**	**.0403**	**35.1**	**10.4**	**15.4**	**18.8**	**31.2**	**37.7**	**578,149**	**114,275**	**48,549**	**75,175**	**24,779**	**135,511**	**19,893**
Grayson	97.9	.0403	35.1	10.4	15.4	18.8	31.2	37.7	578,149	114,275	48,549	75,175	24,779	135,511	19,893
• Denison	25.0	.0103	34.6	10.1	15.9	17.9	31.6	9.9	184,044	40,165	16,209	17,419	4,081	47,353	10,834
• Sherman	32.3	.0133	33.2	12.8	16.8	17.4	29.5	12.6	315,606	53,968	27,771	53,784	18,573	65,241	6,269
SUBURBAN TOTAL	40.6	.0167	37.1	8.5	14.1	20.8	32.3	15.2	78,499	20,142	4,569	3,972	2,125	22,917	2,790

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TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
TEXARKANA	**121.6**	**.0500**	**33.1**	**9.3**	**16.1**	**18.2**	**28.8**	**44.7**	**772,662**	**165,909**	**66,154**	**109,582**	**34,092**	**145,519**	**24,683**
Bowie	82.7	.0340	33.4	9.2	16.2	18.6	28.8	30.6	560,229	97,872	46,836	97,866	25,897	136,269	15,116
• Texarkana	34.3	.0141	33.5	9.9	16.2	15.5	32.1	13.4	443,415	63,238	33,878	84,710	22,889	113,671	11,199
Miller, Ark.	*38.9*	*.0160*	*32.6*	*9.3*	*16.0*	*17.4*	*28.7*	*14.1*	*192,433*	*68,037*	*19,318*	*11,716*	*8,195*	*9,250*	*9,567*
• Texarkana	*22.3*	*.0092*	*34.0*	*9.4*	*15.6*	*16.2*	*32.2*	*8.5*	*184,936*	*66,959*	*18,021*	*11,675*	*8,057*	*9,011*	*9,551*
SUBURBAN TOTAL	65.0	.0267	32.6	8.9	16.3	20.3	25.8	22.8	144,311	35,712	14,255	13,197	3,146	22,837	3,933
TYLER	**156.2**	**.0643**	**32.6**	**10.8**	**16.6**	**19.0**	**27.0**	**57.1**	**978,515**	**184,702**	**78,525**	**151,347**	**44,206**	**230,642**	**29,101**
Smith	156.2	.0643	32.6	10.8	16.6	19.0	27.0	57.1	978,515	184,702	78,525	151,347	44,206	230,642	29,101
• Tyler	78.2	.0322	32.0	12.1	17.0	17.8	27.2	29.6	871,412	160,563	70,295	148,051	41,485	215,750	25,010
SUBURBAN TOTAL	78.0	.0321	33.1	9.4	16.3	20.1	26.8	27.5	107,103	24,139	8,230	3,296	2,721	14,892	4,091
VICTORIA	**78.2**	**.0321**	**29.6**	**11.6**	**18.1**	**19.0**	**21.3**	**26.7**	**578,852**	**119,902**	**48,151**	**77,850**	**26,375**	**116,686**	**9,696**
Victoria	78.2	.0321	29.6	11.6	18.1	19.0	21.3	26.7	578,852	119,902	48,151	77,850	26,375	116,686	9,696
• Victoria	58.1	.0239	29.5	12.2	18.2	18.3	21.6	20.2	568,925	118,508	43,911	77,727	26,269	116,274	9,688
SUBURBAN TOTAL	20.1	.0082	30.1	9.8	17.7	21.0	20.3	6.5	9,927	1,394	4,240	123	106	412	8
WACO	**190.7**	**.0784**	**32.0**	**14.7**	**15.2**	**17.0**	**28.5**	**69.6**	**1,117,515**	**247,426**	**116,595**	**160,716**	**48,096**	**233,774**	**22,401**
McLennan	190.7	.0784	32.0	14.7	15.2	17.0	28.5	69.6	1,117,515	247,426	116,595	160,716	48,096	233,774	22,401
• Waco	108.5	.0446	31.0	18.4	14.9	14.1	29.9	40.8	884,679	165,051	100,258	150,221	39,038	179,684	17,617
SUBURBAN TOTAL	82.2	.0338	33.4	9.9	15.5	20.8	26.6	28.8	232,836	82,375	16,337	10,495	9,058	54,090	4,784
WICHITA FALLS	**126.8**	**.0521**	**31.3**	**14.5**	**17.0**	**18.7**	**25.1**	**45.9**	**960,340**	**163,448**	**92,211**	**153,383**	**56,156**	**223,867**	**22,024**
Wichita	126.8	.0521	31.3	14.5	17.0	18.7	25.1	45.9	960,340	163,448	92,211	153,383	56,156	223,867	22,024
• Wichita Falls	99.5	.0409	30.7	15.6	17.7	17.5	24.9	36.2	848,021	138,624	85,367	135,920	54,690	178,825	19,613
SUBURBAN TOTAL	27.3	.0112	33.9	10.3	14.4	22.9	25.6	9.7	112,319	24,824	6,844	17,463	1,466	45,042	2,411
OTHER COUNTIES															
Anderson	47.4	.0194	32.4	13.5	17.8	16.0	29.3	14.8	259,192	67,659	17,057	15,806	10,045	55,425	7,969
Andrews	16.2	.0067	29.2	11.6	16.0	19.3	21.5	5.3	78,004	20,733	6,866	3,517	917	25,740	2,811
Angelina	71.8	.0295	31.3	10.4	16.6	18.8	25.0	24.7	389,708	92,467	30,992	57,202	18,903	79,442	13,562
Aransas	18.5	.0076	37.1	8.4	12.9	17.8	34.8	6.8	82,833	29,612	9,572	2,348	4,133	5,496	1,283
Archer	8.4	.0035	34.6	9.3	14.7	20.0	29.4	3.0	25,799	6,587	1,138	1,219	166	10,955	876
Armstrong	2.1	.0009	40.2	6.8	12.6	19.7	37.6	.8	12,960	2,652	1,000		193	4,123	208
Atascosa	30.1	.0123	31.1	9.4	14.5	18.3	26.0	10.0	96,976	33,709	5,433	5,105	1,533	15,912	1,958
Austin	21.7	.0090	36.8	8.2	14.0	17.9	34.4	7.9	121,363	27,811	8,730	11,529	2,491	33,034	4,863
Bailey	8.1	.0033	31.3	10.0	13.4	19.0	26.1	2.7	27,940	4,538	2,200	1,161	938	10,753	400
Bandera	9.6	.0039	42.0	6.6	12.0	19.4	39.8	3.7	25,496	10,382	1,318	593	835	5,547	814
Bastrop	35.3	.0145	34.5	9.2	14.8	17.4	31.9	12.6	124,081	45,398	12,738	6,523	2,757	24,321	3,408
Baylor	4.9	.0021	43.3	6.8	11.9	17.4	42.6	1.9	43,011	8,448	2,191	1,549	321	12,780	1,351
Bee	27.4	.0112	28.7	13.0	16.9	17.2	22.2	8.8	134,053	36,461	11,457	10,779	5,887	25,500	4,469
Blanco	5.7	.0023	41.0	7.4	12.2	18.0	39.9	2.4	15,797	5,152	3,040		245	796	110
Borden	.9	.0004	34.2	8.2	13.1	20.9	28.1	.3	149	50					
Bosque	14.9	.0061	45.6	6.7	11.4	15.8	46.2	6.1	57,978	12,713	3,186	2,566	1,837	14,190	2,543
Brewster	7.8	.0032	30.1	17.1	16.0	16.2	25.9	2.9	40,408	11,826	3,110	3,519	546	9,941	2,027
Briscoe	2.3	.0009	35.7	8.1	14.1	16.8	34.1	1.0	5,676	2,260	208		85	1,374	225
Brooks	9.2	.0038	31.4	10.2	13.4	17.7	27.4	2.8	38,114	12,559	3,377	924	1,463	8,614	1,029
Brown	36.6	.0151	34.9	10.2	14.5	17.3	32.6	13.9	204,513	47,931	19,142	24,921	8,191	34,032	7,753
Burleson	14.8	.0060	37.1	9.1	12.8	16.8	35.7	5.2	77,676	21,861	4,936	3,141	1,981	23,052	1,552
Burnet	24.9	.0103	42.8	6.7	12.0	16.5	42.5	10.1	169,636	30,272	13,609	32,071	9,009	23,135	3,923
Caldwell	27.6	.0113	30.6	13.4	14.2	15.5	28.2	8.9	100,187	29,881	8,632	9,765	3,180	24,280	2,146
Calhoun	21.3	.0088	30.7	10.9	15.6	20.2	23.0	7.3	102,842	32,072	7,205	8,432	3,132	16,815	3,177
Callahan	13.2	.0054	38.8	7.6	13.1	19.8	35.4	4.8	34,289	13,006	3,070	1,012	366	10,044	1,013
Camp	10.1	.0041	35.0	8.8	14.7	16.5	33.5	3.9	42,953	6,273	3,582	1,098	3,148	11,964	1,791
Carson	6.9	.0029	34.9	8.3	14.3	20.0	29.8	2.4	16,634	6,667	1,230		146	3,114	321
Cass	31.8	.0131	34.9	8.7	14.1	18.5	31.3	11.3	90,617	31,118	4,476	12,506	3,866	14,893	3,318
Castro	10.4	.0042	27.4	9.3	15.5	18.6	19.6	3.3	31,537	10,842	1,480	613	388	7,686	384
Chambers	22.6	.0093	29.9	10.4	18.4	19.9	20.7	7.8	67,605	22,331	2,663	1,905	824	17,436	2,966
Cherokee	42.7	.0176	36.3	9.2	13.9	17.9	33.8	15.3	179,184	36,886	9,890	21,718	3,126	49,140	4,164
Childress	6.6	.0027	40.4	7.8	12.2	17.4	39.1	2.6	28,897	11,656	3,047	1,195	469	6,065	998
Clay	10.3	.0042	38.3	8.6	13.0	20.3	34.4	4.1	55,151	11,408	3,663	2,765	1,544	8,480	2,715
Cochran	5.1	.0021	29.7	9.8	13.2	18.9	24.1	1.6	13,351	2,460	306	192	555	5,743	183
Coke	3.3	.0014	45.3	7.1	10.1	17.7	44.2	1.3	14,617	3,880	337	150	178	8,098	
Coleman	10.5	.0043	43.8	7.3	11.0	15.3	44.2	4.3	36,261	12,586	1,790	1,791	437	7,079	1,379
Collingsworth	4.4	.0018	38.4	8.1	12.4	15.7	38.0	1.7	19,737	4,755	723	799	544	6,506	600
Colorado	20.1	.0083	36.9	9.2	13.7	17.5	34.7	7.5	108,161	30,390	9,023	2,841	3,339	27,219	3,911
Comanche	12.9	.0053	42.0	6.9	12.0	17.6	41.1	4.9	47,256	13,936	2,515	4,601	1,088	11,286	1,468
Concho	2.9	.0012	40.2	6.8	12.9	15.2	40.6	1.1	12,442	1,900	216	369	51	6,519	183
Cooke	30.8	.0126	33.4	10.6	15.3	17.5	30.1	11.3	163,029	38,110	12,466	18,793	5,005	31,054	3,880
Cottle	2.6	.0010	40.7	7.3	11.9	17.0	39.9	1.1	12,057	3,572	718	519	182	3,240	314
Crane	4.8	.0020	29.4	10.8	15.3	18.8	22.7	1.7	39,322	15,849	1,662	1,106	610	13,445	2,240
Crockett	4.7	.0019	30.0	10.2	16.3	19.9	22.0	1.6	45,873	10,515	1,239	699	941	9,106	1,350
Crosby	8.4	.0035	32.3	9.8	11.5	18.6	28.2	2.8	18,100	6,971	290	1,062	451	5,469	356
Culberson	3.5	.0014	26.9	10.7	15.0	19.2	18.6	1.0	46,629	7,312	3,273	300	975	7,920	717
Dallam	6.9	.0029	31.5	9.4	15.4	18.4	26.1	2.6	29,298	5,420	3,462	1,641	78	9,796	332
Dawson	16.4	.0067	31.8	9.3	14.3	17.7	27.8	5.5	82,299	24,720	5,946	5,050	3,074	19,383	4,483
Deaf Smith	21.1	.0087	27.9	9.7	16.0	18.3	20.3	6.6	71,644	23,231	6,007	3,654	2,814	15,953	1,795
Delta	4.8	.0020	43.9	6.5	10.1	16.0	45.1	1.8	9,817	3,823	271	134	239	3,129	118
De Witt	19.6	.0080	39.3	8.2	12.8	15.5	38.9	7.2	102,923	24,318	7,478	9,604	2,551	25,409	4,680
Dickens	3.2	.0013	40.7	7.3	11.1	16.6	40.2	1.3	15,346	5,073	929	618		3,945	723
Dimmit	12.2	.0051	27.2	10.3	15.5	15.5	22.5	3.4	30,973	11,782	1,637	4,501	232	2,386	337
Donley	4.1	.0016	41.6	9.6	11.2	16.5	41.8	1.6	34,357	7,065	1,169	4,108	1,263	14,397	1,952
Duval	13.4	.0056	31.0	9.7	13.2	16.3	28.5	4.2	37,710	15,509	2,626	1,884	952	6,399	718
Eastland	19.9	.0081	41.2	10.5	11.9	15.6	41.1	8.0	105,960	30,145	10,342	2,758	2,422	27,667	4,295
Edwards	2.0	.0008	33.4	6.6	13.0	19.4	28.5	.7	7,085	2,448	487	154		105	142
Erath	25.6	.0105	35.2	14.6	13.8	16.0	34.3	10.2	119,479	29,105	11,906	9,839	2,324	30,981	4,400

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Falls	18.5	.0077	41.2	8.3	11.8	15.0	41.2	7.3	58,853	17,386	2,418	8,479	1,276	6,676	4,210
Fannin	24.8	.0101	41.4	7.6	11.9	17.5	40.4	9.9	91,962	21,780	3,990	6,152	2,128	37,164	4,442
Fayette	20.4	.0084	43.1	8.1	12.4	15.2	43.3	8.2	147,819	32,992	21,587	9,833	3,824	27,181	4,491
Fisher	5.6	.0023	40.0	6.9	11.6	17.2	39.1	2.1	14,254	3,837	1,225	793	619	4,004	1,170
Floyd	9.2	.0038	33.2	8.6	12.5	18.2	29.6	3.1	27,536	5,356	1,451	1,051	146	10,392	847
Foard	2.1	.0009	43.8	6.6	11.6	16.2	43.5	.9	7,080	2,770	344			2,291	148
Franklin	7.9	.0033	38.7	7.6	13.6	17.9	36.8	3.1	25,873	8,123	889	571	1,647	4,751	1,751
Freestone	17.8	.0073	37.2	8.3	13.4	15.9	36.7	6.5	55,692	19,210	6,369	3,153	1,491	9,536	1,423
Frio	15.0	.0062	27.5	9.9	14.5	16.4	22.8	4.4	35,074	11,571	2,846	1,314	949	7,043	1,222
Gaines	15.0	.0061	28.9	10.4	14.9	19.3	21.5	4.8	56,565	16,255	5,364	984	3,083	22,451	2,167
Garza	5.2	.0021	33.0	9.2	13.8	18.6	28.6	1.8	21,535	8,788	1,318	381	707	954	378
Gillespie	16.1	.0066	42.5	7.1	11.8	17.3	41.8	6.4	110,399	29,730	8,242	5,399	5,127	20,293	2,234
Glasscock	1.3	.0005	27.6	9.5	15.7	18.1	20.3	.4	825	588	149				
Goliad	5.5	.0023	34.9	8.8	13.6	17.4	32.7	1.9	22,484	9,443	1,386	576	202	5,439	977
Gonzales	18.1	.0074	35.7	8.8	12.9	16.1	34.7	6.4	105,423	28,077	6,538	15,834	5,013	18,436	3,758
Gray	26.7	.0110	35.4	9.8	14.6	19.2	31.3	10.4	201,855	55,461	14,442	24,511	10,054	38,995	3,811
Grimes	18.9	.0077	39.3	8.6	12.9	14.6	39.9	5.7	89,595	14,508	4,436	14,206	1,150	27,026	1,604
Hale	37.5	.0154	30.4	10.8	14.9	17.9	25.3	12.4	151,631	35,090	13,025	22,401	6,273	38,447	5,512
Hall	5.2	.0021	39.6	7.2	12.4	16.5	39.2	2.0	17,145	9,737	1,191	1,544	257	1,782	726
Hamilton	8.7	.0036	47.4	6.4	10.7	16.0	47.3	3.7	27,775	8,850	1,923	2,021	1,255	3,640	1,631
Hansford	6.5	.0027	32.3	9.2	16.3	21.2	24.3	2.4	31,233	7,793	2,108	1,320	1,238	11,018	1,197
Hardeman	6.2	.0025	40.5	7.3	11.4	16.3	40.3	2.4	18,530	8,081	2,503	468	297	958	517
Hartley	4.3	.0018	35.0	6.5	14.9	21.6	28.5	1.3	17,889	7,707	332		1,884	5,737	
Haskell	7.4	.0030	42.3	7.2	11.1	15.8	41.9	2.8	34,429	7,739	1,977	2,268	820	11,923	1,553
Hemphill	6.2	.0026	29.0	12.4	17.7	18.1	21.2	2.1	29,686	5,303	1,806		845	3,659	1,320
Henderson	58.5	.0240	39.3	8.4	12.3	18.2	37.2	22.8	173,494	47,717	9,754	16,806	3,114	39,047	8,319
Hill	27.5	.0113	40.9	8.0	12.1	16.4	40.5	10.6	141,218	34,342	10,940	13,699	2,808	32,374	4,468
Hockley	25.3	.0104	28.6	13.0	15.3	18.0	22.2	8.4	93,018	26,450	7,767	6,674	1,243	31,111	2,888
Hood	27.6	.0113	37.2	8.9	15.0	18.8	34.0	10.7	123,349	27,746	11,757	15,230	1,664	34,365	2,620
Hopkins	29.3	.0121	35.5	9.0	15.1	17.7	32.9	11.1	145,420	30,570	17,611	13,785	3,150	40,727	4,175
Houston	24.9	.0102	35.6	8.7	18.0	17.1	33.6	8.6	82,695	20,001	5,309	6,942	2,748	28,409	3,065
Howard	34.9	.0144	34.1	10.2	14.9	19.9	28.8	13.1	274,762	66,969	25,550	37,830	8,142	64,748	7,311
Hudspeth	2.6	.0010	28.1	10.4	14.6	18.6	21.3	.8	5,606	2,412	192	86	71	859	
Hunt	66.4	.0273	34.9	11.5	13.9	19.8	30.0	24.9	316,111	82,996	30,083	31,952	13,165	54,893	9,688
Hutchinson	27.9	.0115	34.2	9.9	15.4	17.9	30.9	10.6	170,110	50,039	15,369	17,034	5,172	33,156	6,629
Irion	1.7	.0007	34.8	8.4	13.9	20.5	29.2	.5	2,554	1,051				50	
Jack	7.9	.0033	37.5	8.8	14.1	17.2	35.8	3.0	25,387	6,971	3,861	1,409	522	5,546	651
Jackson	13.6	.0055	33.6	10.0	14.4	18.4	29.6	4.8	67,421	20,922	2,943	3,160	1,556	24,807	1,522
Jasper	34.5	.0142	33.7	8.9	14.2	18.9	29.2	12.3	165,105	38,849	8,111	19,053	5,284	35,872	4,299
Jeff Davis	1.8	.0008	35.0	8.2	15.2	19.2	30.8	.6	5,500	3,550	945				
Jim Hogg	5.5	.0023	30.6	9.4	14.3	17.3	26.4	1.8	44,279	8.940	1,953	2.239	1,556	9,618	1,411
Jim Wells	39.5	.0162	29.4	10.5	15.7	17.8	23.4	12.5	233,936	63,953	18,483	16,851	7,679	58,576	4,515
Jones	18.2	.0075	38.1	7.6	12.6	17.7	36.1	6.7	77,526	17,176	3,854	2,292	1,248	30,108	2,900
Karnes	13.6	.0056	33.1	10.0	13.5	15.6	31.8	4.6	78,311	20,221	4,953	3,040	1,955	27,041	1,478
Kendall	14.6	.0060	37.9	7.2	12.8	22.4	32.4	5.1	82,033	18,939	5,528	1,971	1,009	36,860	1,470
Kenedy	.5	.0002	31.9	13.6	9.6	17.4	29.6	.2	2,568	1,039		1,529			
Kent	1.2	.0005	42.4	8.8	11.0	16.5	40.8	.4	6,401	1,401	149	1,326	111	2,145	
Kerr	37.4	.0154	43.2	7.9	12.0	16.3	43.0	14.7	204,767	50,675	19,499	22,887	7,376	28,727	5,662
Kimble	4.2	.0017	40.3	7.0	11.7	18.4	38.7	1.6	37,131	8,100	3,076	2,315	487	8,042	262
King	.4	.0001	29.2	11.8	16.5	18.2	22.3	.2	1,289	139				97	
Kinney	2.6	.0011	34.9	7.9	13.2	14.9	34.9	.8	3,383	567	383	61	55	1,345	
Kleberg	33.7	.0139	26.4	17.9	18.2	16.1	18.1	10.8	179,054	58,792	21.756	14,686	6,281	32,982	3,260
Knox	5.2	.0021	41.6	7.7	10.9	16.0	41.0	1.9	15,784	7,670	809	440	128	1,031	1,786
Lamar	45.2	.0186	35.6	9.4	13.7	18.6	32.2	17.0	242,176	44,818	21,278	37,126	10,888	50,965	7,444
Lamb	18.0	.0074	33.1	8.8	13.5	17.6	29.9	6.1	58,420	19,344	3,608	2,034	1,608	12,462	2,895
Lampasas	14.4	.0059	36.0	8.0	14.0	19.8	31.6	5.4	47,755	11,113	3,089	5,504	1,064	14,804	1,712
La Salle	5.7	.0024	30.0	9.5	13.7	17.5	25.6	1.8	14,146	3,734	575	2,622	55	2,673	731
Lavaca	19.7	.0081	40.6	8.0	12.4	15.4	40.7	7.5	101,876	34,352	3,197	2,923	4,692	22,201	4,366
Lee	13.3	.0054	35.3	9.3	13.1	16.7	33.6	4.7	140,652	35,849	13,221	3,165	10,256	28,044	2,601
Leon	12.6	.0052	43.0	7.0	11.3	15.8	43.1	5.3	61,394	14,829	6,465	1,735	4,107	8,566	1,481

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POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Limestone	23.6	.0097	39.3	8.8	13.2	16.2	38.7	8.6	79,611	25,005	3,715	8,073	3,477	13,411	2,166
Lipscomb	4.0	.0017	33.6	8.3	15.2	19.6	28.3	1.4	14,263	4,341	1,805	694	293	2,176	219
Live Oak	10.4	.0043	33.5	9.7	14.6	18.3	29.5	3.5	47,673	13,079	3,466	142	380	13,249	1,004
Llano	12.6	.0051	55.8	5.0	9.2	14.3	56.6	5.5	48,658	14,391	3,201	1,610	1,822	10,488	1,282
Loving	.1	.0001	44.5	10.0	8.0	25.0	43.0	.1	268	115					
Lynn	8.1	.0034	32.4	9.2	12.4	18.9	27.9	2.6	13,728	5,292	691	496	180	5,157	439
McCulloch	9.3	.0038	41.6	6.9	11.9	15.7	41.6	3.6	39,593	13,831	2,959	2,659	3,003	9,186	631
McMullen	.8	.0003	38.0	8.9	13.3	20.2	34.0	.3	2,409	1,012	115			120	
Madison	11.9	.0049	29.2	23.3	11.2	13.8	29.7	3.6	55,074	12,428	6,088	1,785	1,824	13,573	1,895
Marion	10.8	.0045	37.6	8.8	12.4	17.2	35.9	4.2	25,766	4,537	2,289	1,044	479	7,676	1,811
Martin	4.9	.0020	32.7	8.3	13.5	19.7	27.3	1.6	19,226	2,347	789		62	10,340	232
Mason	3.9	.0016	43.7	6.2	12.2	16.9	43.4	1.6	12,534	3,408	1,109	502	212	1,917	340
Matagorda	44.3	.0182	30.3	11.7	17.4	18.0	23.8	15.8	181,778	54,347	18,000	8,086	5,632	39,945	5,084
Maverick	39.0	.0160	25.1	10.7	15.1	17.2	17.8	9.7	158,128	40,835	6,474	16,024	6,804	19,456	4,145
Medina	26.2	.0108	33.2	8.5	14.4	18.4	28.9	8.8	125,979	30,022	6,032	6,396	1,947	62,874	1,901
Menard	2.4	.0010	41.7	6.4	12.3	15.8	41.8	.9	12,574	4,703	322			2,932	146
Milam	25.0	.0103	36.3	8.4	13.2	16.9	34.6	9.0	68,392	14,503	3,150	9,031	2,140	16,362	2,291
Mills	4.6	.0019	47.3	6.3	10.7	15.9	47.4	1.9	16,160	4,030	893	275	485	1,607	628
Mitchell	9.0	.0037	36.8	8.0	12.9	15.3	36.5	3.3	47,041	13,800	3,122	1,101	1,743	8,325	3,318
Montague	18.6	.0076	40.9	7.9	12.0	17.6	39.8	7.3	80,060	16,861	4,818	13,368	2,630	22,135	3,740
Moore	17.7	.0073	29.7	10.1	16.6	19.6	21.6	6.0	94,026	25,553	7,092	8,134	4,216	21,965	3,104
Morris	15.3	.0063	33.3	9.9	15.4	18.4	29.0	5.4	58,818	18,834	3,639	1,908	2,442	14,328	2,492
Motley	1.7	.0007	44.0	6.4	12.8	14.1	44.4	.8	3,695	988	101	74		1,040	263
Nacogdoches	52.7	.0217	28.6	21.8	16.1	15.4	24.4	18.8	256,729	59,477	18,718	18,002	11,240	56,397	11,156
Navarro	39.7	.0163	37.2	8.8	13.7	17.1	35.6	15.2	242,893	48,966	20,241	16,660	8,248	53,255	6,062
Newton	14.2	.0058	32.6	8.6	13.9	18.3	28.4	5.0	29,015	10,937	1,146	1,300	266	6,493	1,295
Nolan	17.7	.0073	34.7	8.6	14.8	17.7	31.9	6.5	105,384	23,396	8,198	8,564	2,577	22,206	6,936
Ochiltree	10.6	.0043	30.4	11.6	17.9	18.8	22.9	3.7	75,703	18,346	5,554	4,612	1,600	19,537	2,955
Oldham	2.4	.0010	27.7	7.9	14.5	19.0	20.4	.7	8,142	2,095	965		115	196	339
Palo Pinto	26.2	.0107	36.0	9.2	14.2	18.9	32.5	10.0	197,272	49,365	14,060	9,899	6,628	48,840	6,635
Panola	23.7	.0098	34.9	9.7	14.3	18.4	31.5	8.4	89,203	22,557	6,026	5,082	1,845	28,254	3,420
Parmer	11.3	.0046	29.5	9.4	15.2	19.4	22.3	3.4	19,117	7,167	1,116	290	175	6,832	307
Pecos	16.5	.0068	28.1	10.8	15.9	19.2	19.7	4.9	123,693	36,454	9,619	8,535	4,376	22,059	2,540
Polk	32.1	.0132	37.4	8.1	12.7	17.1	35.9	12.0	117,644	28,068	7,159	16,694	3,722	22,709	2,378
Presidio	5.4	.0022	33.0	7.8	12.2	17.6	30.0	1.8	19,518	2,862	817	6,685	796	1,748	291
Rains	5.9	.0024	40.5	7.9	12.1	18.5	38.8	2.5	17,643	7,177	362		3,588	1,208	721
Reagan	5.1	.0021	26.6	11.6	18.4	16.4	18.1	1.5	28,063	6,420	1,584	1,525		12,531	501
Real	2.7	.0011	38.2	7.2	11.1	19.6	35.1	1.0	6,119	2,253	605			573	284
Red River	16.5	.0068	38.5	7.7	12.8	16.3	37.8	6.3	79,319	13,806	3,170	16,835	1,307	5,371	1,660
Reeves	15.7	.0064	27.7	10.5	15.5	18.0	20.8	4.8	85,457	24,573	4,916	6,852	2,322	27,335	3,200
Refugio	9.1	.0038	33.3	10.0	13.5	18.2	29.6	3.1	62,288	16,111	5,764	1,742	490	16,508	1,785
Roberts	1.1	.0004	33.1	7.0	15.4	20.6	26.4	.4	4,369	1,835	193		623		
Robertson	15.8	.0065	38.0	8.2	11.7	14.5	38.6	6.2	71,385	19,460	3,655	9,610	759	22,039	2,266
Runnels	12.3	.0051	39.1	7.9	11.8	16.3	38.5	4.8	64,936	21,132	3,865	3,742	1,248	16,412	1,633
Rusk	46.4	.0190	35.5	8.9	14.6	17.1	33.6	16.8	155,037	32,584	10,253	21,396	9,013	39,746	5,672
Sabine	10.4	.0043	40.9	8.3	10.8	17.0	40.2	4.2	30,819	7,604	1,176	1,089	1,833	7,311	1,220
San Augustine	8.8	.0036	39.0	7.9	11.3	17.4	37.6	3.3	25,869	5,375	1,403	959	1,306	8,577	1,338
San Jacinto	15.4	.0064	35.6	7.8	13.2	19.9	31.1	5.8	16,215	6,420	1,359	163	171	3,447	528
San Saba	5.7	.0024	41.8	6.0	12.2	15.9	41.7	2.4	19,465	6,314	505	541	525	6,548	313
Schleicher	3.0	.0012	32.6	10.0	15.4	18.5	27.8	1.0	7,470	4,007	469	830		1,533	
Scurry	19.8	.0081	32.2	11.1	15.1	18.2	27.6	7.1	97,041	25,462	10,307	8,324	4,581	23,943	4,363
Shackelford	4.1	.0017	36.6	8.8	14.0	16.6	35.3	1.5	14,256	4,714	1,170	255	224	3,638	510
Shelby	25.0	.0103	37.3	8.5	12.9	17.6	35.3	9.4	99,031	28,480	3,803	12,978	4,422	16,278	4,836
Sherman	3.0	.0012	34.2	8.5	15.0	21.4	27.5	1.1	7,914	628	268	119	157	4,049	120
Somervell	4.7	.0019	32.3	10.5	17.6	17.1	28.1	1.9	10,635	5,713	1,311	462	221	932	267
Starr	35.9	.0148	25.7	10.3	13.4	17.4	20.1	9.2	87,994	39,032	3,949	5,060	4,754	12,112	783
Stephens	10.6	.0043	36.6	8.8	14.2	17.8	34.2	4.3	66,276	18,313	4,933	1,760	1,516	19,204	6,936
Sterling	1.5	.0006	32.2	9.5	14.9	16.7	29.1	.4	4,000	2,293					
Stonewall	2.3	.0010	42.1	7.5	11.6	17.3	41.0	1.0	7,615	2,640	1,734		51	938	597
Sutton	6.0	.0024	29.3	10.3	19.2	19.5	19.6	1.8	28,489	7,957	4,042	1,042	382	8,423	352

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TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Swisher	9.3	.0039	33.0	8.9	13.0	18.8	28.6	3.3	35,085	11,305	2,180	1,461	300	7,019	4,420
Terrell	1.4	.0006	33.5	7.6	16.0	19.6	28.0	.6	7,289	406	508	750	81	3,093	
Terry	15.2	.0062	30.7	9.9	14.0	18.8	25.2	5.2	69,196	18,379	4,554	5,184	1,520	21,027	3,868
Throckmorton	2.1	.0009	43.4	6.6	10.6	18.4	43.3	.9	8,895	2,500	339			3,483	259
Titus	24.3	.0100	33.9	9.6	14.9	17.4	31.0	8.8	173,289	28,858	13,051	20,118	7,099	36,039	9,276
Trinity	11.6	.0047	40.8	7.3	11.5	17.2	40.0	4.6	38,862	11,846	1,923	1,571	433	11,826	1,199
Tyler	21.0	.0087	38.1	7.7	11.8	18.2	35.8	7.8	65,322	19,739	2,375	10,925	1,355	18,020	3,046
Upshur	33.5	.0138	34.2	9.0	14.8	18.7	30.2	12.0	93,387	17,279	5,697	8,203	1,155	26,036	3,840
Upton	5.2	.0021	29.1	11.3	15.6	18.2	22.7	1.7	20,989	9,388	1,410	1,717	227	581	447
Uvalde	24.7	.0102	30.3	10.6	14.6	17.6	25.5	7.8	105,682	31,056	9,303	10,078	3,322	16,133	3,224
Val Verde	42.3	.0173	27.0	11.7	16.9	18.0	18.5	12.5	235,411	61,654	21,066	16,587	7,453	60,280	2,846
Van Zandt	40.5	.0167	38.9	7.5	12.6	19.6	35.8	15.2	110,175	25,741	5,107	2,894	1,640	29,496	8,713
Walker	52.7	.0217	30.0	21.3	21.7	19.4	19.6	16.1	251,108	52,708	33,884	24,995	6,789	55,827	6,526
Ward	15.5	.0064	30.0	10.4	16.2	19.0	22.9	5.1	73,222	21,923	6,073	7,595	3,420	16,017	2,033
Washington	25.2	.0104	36.2	11.4	13.6	16.5	34.9	9.0	231,015	60,086	11,770	19,074	8,711	52,496	9,087
Wharton	42.9	.0177	32.3	10.5	15.3	17.7	28.1	15.2	240,788	60,259	17,555	20,256	11,081	74,678	6,614
Wheeler	8.0	.0033	37.2	8.5	13.0	18.2	34.7	3.2	43,880	14,185	4,169	2,061	1,345	8,550	1,326
Wilbarger	16.6	.0068	37.6	9.0	13.7	16.3	36.7	6.2	89,621	23,580	9,544	10,045	3,245	18,435	4,339
Willacy	18.5	.0076	27.5	10.3	14.5	15.9	23.3	4.9	52,230	16,988	1,960	2,522	3,424	14,679	1,376
Wilson	19.6	.0081	32.7	9.0	14.6	18.8	27.9	6.5	65,425	23,250	2,327	4,134	1,376	18,756	1,065
Winkler	10.5	.0043	30.5	10.5	15.0	18.6	24.6	3.5	65,669	9,916	3,784	4,181	3,490	21,110	2,733
Wise	34.3	.0141	34.8	9.0	14.6	21.1	28.7	12.3	185,192	38,631	4,164	16,039	1,530	81,139	2,954
Wood	29.7	.0122	39.4	9.1	12.3	17.6	38.1	11.2	115,894	31,731	6,853	12,953	3,089	27,291	4,509
Yoakum	10.1	.0042	28.9	10.7	17.0	18.8	20.8	3.4	37,275	13,247	1,209	2,306	651	8,652	518
Young	20.6	.0084	37.1	8.8	14.3	18.0	34.7	8.2	103,453	28,577	8,029	17,416	4,223	20,749	2,132
Zapata	8.4	.0035	32.8	8.5	12.1	14.8	32.5	2.6	22,211	9,078	1,988	653	347	2,738	314
Zavala	12.1	.0050	26.4	10.1	14.8	15.3	22.0	3.2	24,668	10,145	2,577	700	1,150	2,246	928
TOTAL METRO COUNTIES	**13,453.5**	**5.5319**	**29.8**	**12.6**	**19.4**	**19.6**	**20.3**	**4,776.7**	**88,428,468**	**18,580,048**	**9,544,249**	**10,951,434**	**4,673,021**	**19,170,134**	**2,096,597**
TOTAL STATE	**16,738.1**	**6.8821**	**30.4**	**12.1**	**18.3**	**19.2**	**22.5**	**5,944.1**	**103,411,931**	**22,512,265**	**10,658,916**	**12,203,175**	**5,154,778**	**22,692,334**	**2,579,100**

TEXAS

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ABILENE	**1,318,764**	**20,953**	**27.1**	**27.8**	**13.6**	**10.9**	**.0557**
Taylor	1,318,764	20,953	27.1	27.8	13.6	10.9	.0557
• Abilene	1,187,647	20,990	27.3	28.1	13.6	10.8	.0509
SUBURBAN TOTAL	131,117	20,604	25.0	25.6	13.8	11.9	.0048
AMARILLO	**2,427,055**	**24,011**	**23.5**	**28.5**	**16.0**	**14.0**	**.0859**
Potter	1,077,744	19,456	27.8	28.8	12.3	7.5	.0475
• Amarillo	1,895,521	22,268	25.3	29.1	14.8	11.2	.0731
Randall	1,349,311	30,798	18.1	28.1	20.5	21.9	.0384
SUBURBAN TOTAL	531,534	35,991	13.3	25.2	22.5	29.4	.0128
AUSTIN	**9,525,126**	**24,769**	**22.4**	**25.0**	**16.1**	**17.9**	**.3162**
Hays	571,075	20,978	25.1	23.7	13.2	15.4	.0189
Travis	7,643,883	24,509	22.8	24.9	15.6	18.2	.2567
• Austin	6,043,498	22,808	24.1	25.5	14.8	15.6	.2174
Williamson	1,310,168	28,514	18.5	26.2	20.6	17.3	.0406
SUBURBAN TOTAL	3,481,628	29,771	18.8	24.0	18.8	22.8	.0988
BEAUMONT - PORT ARTHUR	**4,703,210**	**27,611**	**18.4**	**25.7**	**19.8**	**16.9**	**.1614**
Hardin	476,105	26,663	17.5	29.6	19.9	12.3	.0154
Jefferson	3,140,495	26,557	19.3	25.0	18.8	16.7	.1102
• Beaumont	1,487,535	24,373	20.6	23.7	16.9	16.7	.0577
• Port Arthur	691,055	22,685	20.1	26.3	16.4	12.3	.0247
Orange	1,086,610	31,156	16.3	26.2	22.6	19.6	.0358
SUBURBAN TOTAL	2,524,620	30,740	16.5	27.0	22.7	18.4	.0790
BRAZORIA	**2,733,957**	**34,949**	**13.9**	**24.5**	**25.3**	**24.6**	**.0823**
Brazoria	2,733,957	34,949	13.9	24.5	25.3	24.6	.0823
SUBURBAN TOTAL	2,733,957	34,949	13.9	24.5	25.3	24.6	.0823
BROWNSVILLE - HARLINGEN	**1,733,555**	**16,693**	**28.4**	**24.3**	**9.9**	**8.0**	**.0773**
Cameron	1,733,555	16,693	28.4	24.3	9.9	8.0	.0773
• Brownsville	659,364	16,643	27.8	24.2	9.9	8.2	.0332
• Harlingen	426,014	17,274	28.9	24.9	10.2	8.3	.0210
SUBURBAN TOTAL	648,177	16,382	28.9	24.1	9.8	7.5	.0231
BRYAN - COLLEGE STATION	**1,385,703**	**20,783**	**24.4**	**22.4**	**13.5**	**15.6**	**.0498**
Brazos	1,385,703	20,783	24.4	22.4	13.5	15.6	.0498
• Bryan	757,458	23,075	23.5	25.1	14.4	16.6	.0278
• College Station	511,442	16,557	26.4	18.2	11.0	13.4	.0191
SUBURBAN TOTAL	116,803	27,721	20.7	25.4	19.6	19.3	.0029
CORPUS CHRISTI	**3,738,560**	**23,304**	**23.1**	**26.6**	**16.6**	**13.4**	**.1396**

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TEXAS (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Nueces	3,159,713	23,420	23.2	26.6	16.7	13.6	.1187
• Corpus Christi	2,878,443	23,788	23.0	26.9	17.0	13.7	.1083
San Patricio	578,847	22,749	22.7	26.9	16.1	12.2	.0209
SUBURBAN TOTAL	860,117	21,887	23.1	25.9	15.4	12.5	.0313
DALLAS	**33,636,723**	**28,471**	**20.1**	**26.3**	**17.9**	**21.3**	**1.1108**
Collin	3,180,369	39,309	12.9	20.6	20.7	35.7	.0964
Plano	1,739,672	47,351	8.4	18.0	23.3	45.5	.0534
Dallas	25,828,902	27,379	21.1	27.4	17.2	19.8	.8747
Carrollton	946,338	38,306	12.4	26.0	25.0	30.7	.0283
• Dallas	14,346,507	23,448	24.3	26.5	13.9	17.1	.5015
Garland	2,325,237	34,199	14.5	29.9	25.9	22.5	.0710
Grand Prairie	1,121,105	29,402	18.5	30.5	20.8	18.1	.0342
• Irving	1,871,595	30,289	19.5	30.8	20.3	20.3	.0636
Mesquite	1,024,164	33,039	15.5	30.5	24.9	20.8	.0376
Richardson	1,431,559	43,656	11.1	20.2	24.2	39.3	.0485
Denton	2,926,588	32,879	16.9	23.7	21.1	25.3	.0853
• Denton	703,119	22,338	23.5	23.9	13.5	17.1	.0262
Ellis	824,101	26,018	19.7	25.7	18.6	15.9	.0264
Kaufman	524,012	22,492	22.1	24.0	16.5	14.1	.0180
Rockwall	352,751	31,250	15.2	25.7	20.0	23.8	.0100
SUBURBAN TOTAL	16,715,502	33,822	15.6	25.7	21.9	26.0	.5195
DALLAS - FORT WORTH CONSOLIDATED AREA	***49,634,723***	***28,192***	***20.2***	***26.8***	***18.1***	***20.3***	***1.6493***
EL PASO	**4,685,180**	**19,891**	**28.5**	**26.0**	**12.8**	**10.8**	**.1745**
El Paso	4,685,180	19,891	28.5	26.0	12.8	10.8	.1745
• El Paso	4,201,217	20,160	27.6	26.0	13.2	11.1	.1592
SUBURBAN TOTAL	483,963	18,000	35.5	26.2	9.5	8.2	.0153
FORT WORTH - ARLINGTON	**15,998,000**	**27,697**	**20.4**	**27.4**	**18.7**	**18.4**	**.5385**
Johnson	1,060,713	26,970	20.1	28.1	20.1	14.5	.0343
Parker	686,483	25,766	20.5	26.7	18.9	14.9	.0208
Tarrant	14,250,804	27,855	20.4	27.6	18.5	18.9	.4834
• Arlington	3,400,106	31,587	18.2	27.8	21.0	22.6	.1124
• Fort Worth	5,446,621	22,456	24.4	26.8	14.5	14.2	.2025
SUBURBAN TOTAL	7,151,273	30,659	17.8	28.1	21.3	20.2	.2236

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

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METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
GALVESTON - TEXAS CITY	**2,767,517**	**27,925**	**19.8**	**24.8**	**19.8**	**18.8**	**.0916**
Galveston	2,767,517	27,925	19.8	24.8	19.8	18.8	.0916
• Galveston	755,117	20,686	24.8	24.2	14.9	12.4	.0272
• Texas City	534,475	30,399	18.6	25.9	23.3	18.1	.0187
SUBURBAN TOTAL	1,477,925	32,057	17.0	24.7	21.9	23.2	.0457
HOUSTON	**43,525,505**	**28,821**	**19.5**	**26.7**	**19.4**	**20.0**	**1.4387**
Fort Bend	2,730,393	35,235	13.8	24.9	25.1	25.3	.0746
Harris	37,836,947	28,442	19.9	26.8	19.0	19.9	1.2683
• Baytown	766,763	29,559	17.9	26.5	21.8	18.0	.0270
• Houston	22,891,165	25,280	22.8	27.3	16.3	17.0	.8222
Pasadena	1,498,327	29,614	18.7	31.1	21.5	17.4	.0514
Liberty	604,271	24,370	19.0	27.1	17.7	12.9	.0211
Montgomery	2,136,432	30,215	17.3	27.3	21.6	19.4	.0634
Waller	227,462	23,683	19.3	25.9	16.0	14.6	.0113
SUBURBAN TOTAL	19,877,577	33,784	15.0	25.8	23.6	24.3	.5895
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***49,036,979***	***29,104***	***19.2***	***26.5***	***19.7***	***20.2***	***1.6126***
KILLEEN - TEMPLE	**2,390,442**	**19,947**	**30.1**	**27.1**	**12.7**	**10.1**	**.0835**
Bell	1,696,408	19,133	30.6	26.1	12.5	9.2	.0639
• Killeen	524,766	17,578	37.3	25.8	11.1	6.2	.0232
• Temple	516,451	20,350	25.5	26.3	13.9	10.6	.0210
Coryell	694,034	22,806	28.8	30.3	13.6	13.1	.0196
SUBURBAN TOTAL	1,349,225	21,375	28.2	28.2	13.1	12.1	.0393
LAREDO	**743,966**	**15,494**	**27.6**	**22.1**	**9.9**	**7.8**	**.0429**
Webb	743,966	15,494	27.6	22.1	9.9	7.8	.0429
• Laredo	650,210	14,890	28.7	21.9	9.2	6.7	.0405
SUBURBAN TOTAL	93,756	29,105	15.4	24.6	19.1	21.6	.0024
LONGVIEW - MARSHALL	**1,948,555**	**24,276**	**20.8**	**27.0**	**16.8**	**14.3**	**.0733**
Gregg	1,329,867	24,552	21.1	27.6	16.8	14.4	.0524
• Longview	902,509	25,410	21.0	28.7	16.6	15.3	.0372
Harrison	618,688	23,727	20.0	25.8	16.9	14.2	.0209
• Marshall	268,803	20,893	22.1	23.9	14.3	13.3	.0112
SUBURBAN TOTAL	777,243	24,181	20.1	26.2	17.9	13.6	.0249
LUBBOCK	**2,377,025**	**21,584**	**26.0**	**27.3**	**14.5**	**11.8**	**.0895**

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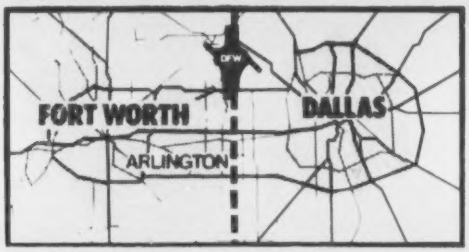

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TEXAS (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Lubbock	2,377,025	21,584	26.0	27.3	14.5	11.8	.0895
• Lubbock	1,995,111	21,616	25.8	26.9	14.5	12.2	.0773
SUBURBAN TOTAL	381,914	21,438	26.8	29.4	14.3	10.0	.0122
McALLEN - EDINBURG - MISSION	**2,267,402**	**15,580**	**29.8**	**22.3**	**9.3**	**7.3**	**.1017**
Hidalgo	2,267,402	15,580	29.8	22.3	9.3	7.3	.1017
• Edinburg	219,564	16,861	26.0	25.3	10.2	7.5	.0097
• McAllen	716,200	19,677	26.6	25.2	12.4	11.7	.0373
• Mission	201,265	15,898	32.1	22.7	9.2	7.2	.0083
SUBURBAN TOTAL	1,130,373	14,113	31.7	20.3	7.7	5.2	.0464
MIDLAND	**1,796,790**	**30,867**	**17.7**	**26.5**	**18.1**	**25.0**	**.0631**
Midland	1,796,790	30,867	17.7	26.5	18.1	25.0	.0631
• Midland	1,650,721	30,953	17.7	25.8	17.9	25.6	.0585
SUBURBAN TOTAL	146,069	30,213	18.1	32.3	20.5	19.5	.0046
ODESSA	**1,788,301**	**28,241**	**19.8**	**28.0**	**18.9**	**18.5**	**.0700**
Ector	1,788,301	28,241	19.8	28.0	18.9	18.5	.0700
• Odessa	1,421,980	28,403	19.4	27.0	19.2	19.0	.0590
SUBURBAN TOTAL	366,321	27,721	21.5	31.2	18.1	16.5	.0110
SAN ANGELO	**1,168,074**	**22,568**	**24.9**	**26.2**	**14.9**	**14.4**	**.0433**
Tom Green	1,168,074	22,568	24.9	26.2	14.9	14.4	.0433
• San Angelo	1,016,224	22,100	25.3	26.2	14.7	13.7	.0394
SUBURBAN TOTAL	151,850	26,944	21.5	25.7	16.7	20.4	.0039
SAN ANTONIO	**13,193,202**	**22,635**	**24.1**	**27.0**	**15.1**	**13.7**	**.4705**
Bexar	11,992,136	22,479	24.2	27.0	14.8	13.7	.4337
• San Antonio	9,046,518	20,718	25.8	26.7	13.4	11.5	.3521
Comal	596,500	24,849	24.5	26.0	17.8	15.9	.0180
Guadalupe	604,566	24,048	21.7	28.2	16.9	12.8	.0188
SUBURBAN TOTAL	4,146,684	29,810	19.1	27.5	20.0	20.6	.1184
SHERMAN - DENISON	**1,154,317**	**23,021**	**23.5**	**27.2**	**16.3**	**13.0**	**.0392**
Grayson	1,154,317	23,021	23.5	27.2	16.3	13.0	.0392
• Denison	288,031	22,025	22.7	27.2	15.3	11.7	.0106
• Sherman	396,031	23,780	24.3	28.8	16.5	13.1	.0157
SUBURBAN TOTAL	470,255	23,054	23.2	25.6	16.8	13.9	.0129
TEXARKANA	**1,183,138**	**19,725**	**24.5**	**26.6**	**13.7**	**9.1**	**.0455**
Bowie	808,317	19,675	24.8	26.4	13.7	9.2	.0321
• Texarkana	335,777	17,865	26.3	24.3	11.5	8.8	.0175
Miller, Ark.	*374,821*	*19,844*	*23.9*	*27.0*	*13.6*	*9.0*	*.0134*
• *Texarkana*	*221,706*	*19,038*	*24.9*	*26.2*	*13.1*	*8.6*	*.0093*
SUBURBAN TOTAL	625,655	21,266	23.4	28.0	15.2	9.5	.0187
TYLER	**1,911,377**	**25,320**	**21.2**	**26.8**	**16.4**	**16.8**	**.0647**
Smith	1,911,377	25,320	21.2	26.8	16.4	16.8	.0647
• Tyler	1,004,032	24,775	22.3	26.6	15.4	17.4	.0410
SUBURBAN TOTAL	907,345	25,969	20.0	27.1	17.6	16.2	.0237
VICTORIA	**853,912**	**25,363**	**21.5**	**27.4**	**19.4**	**13.5**	**.0325**
Victoria	853,912	25,363	21.5	27.4	19.4	13.5	.0325
• Victoria	633,836	24,087	23.1	26.4	19.0	12.8	.0270
SUBURBAN TOTAL	220,076	28,761	16.5	30.8	20.6	15.7	.0055
WACO	**1,984,773**	**20,287**	**24.7**	**25.6**	**13.7**	**11.4**	**.0717**
McLennan	1,984,773	20,287	24.7	25.6	13.7	11.4	.0717
• Waco	1,101,274	17,862	27.7	24.3	10.9	9.8	.0454
SUBURBAN TOTAL	883,499	24,559	20.5	27.2	17.8	13.7	.0263
WICHITA FALLS	**1,405,494**	**21,514**	**25.4**	**27.4**	**14.5**	**11.7**	**.0536**
Wichita	1,405,494	21,514	25.4	27.4	14.5	11.7	.0536
• Wichita Falls	1,109,639	20,871	26.3	27.1	13.4	11.6	.0440
SUBURBAN TOTAL	295,855	24,355	22.3	28.4	18.9	11.9	.0096

S&MM ESTIMATES

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			A	B	C	D	
OTHER COUNTIES							
Anderson	413,727	18,940	22.6	25.1	13.3	9.4	.0161
Andrews	190,307	28,949	20.9	26.3	21.4	18.2	.0060
Angelina	701,939	21,912	22.2	27.7	15.6	10.8	.0257
Aransas	214,248	21,776	25.5	25.8	14.1	14.3	.0068
Archer	79,387	19,789	26.3	29.5	10.7	9.4	.0026
Armstrong	28,283	26,214	23.4	22.9	17.5	19.5	.0008
Atascosa	256,329	19,140	24.5	26.5	12.6	9.0	.0088
Austin	253,357	22,043	20.8	21.6	16.8	15.5	.0085
Bailey	61,434	14,943	32.6	21.8	6.5	8.0	.0022
Bandera	110,446	21,763	24.9	25.7	14.5	14.2	.0032
Bastrop	359,363	19,790	25.0	24.0	14.3	11.3	.0114
Baylor	45,386	16,739	27.8	24.1	11.8	6.6	.0021
Bee	259,703	20,178	25.8	25.6	12.5	12.3	.0093
Blanco	64,448	17,862	29.4	24.7	10.8	9.0	.0018
Borden	5,963	13,364	29.3	16.7	9.3	6.7	.0002
Bosque	162,489	19,273	25.5	24.1	13.8	10.5	.0051
Brewster	64,432	15,975	27.6	24.2	10.7	5.1	.0025
Briscoe	19,188	12,884	30.9	18.4	8.1	4.0	.0006
Brooks	59,504	14,144	28.9	17.1	11.6	4.8	.0026
Brown	376,393	19,000	27.5	25.1	12.3	10.4	.0135
Burleson	130,127	18,429	21.9	25.4	12.6	9.1	.0049
Burnet	272,645	19,068	29.9	25.1	13.0	9.8	.0102
Caldwell	223,558	17,079	27.4	23.3	11.5	8.3	.0079
Calhoun	229,375	25,633	20.8	27.9	16.9	14.2	.0078
Callahan	114,856	18,319	25.3	27.7	11.9	6.4	.0037
Camp	116,661	22,094	20.7	24.4	15.4	13.6	.0036
Carson	80,908	27,020	20.0	29.4	18.4	16.1	.0024
Cass	317,540	21,166	21.3	24.0	15.6	12.5	.0097
Castro	69,583	15,378	32.7	23.7	7.5	6.5	.0026
Chambers	237,171	25,450	19.9	25.7	19.7	13.0	.0073
Cherokee	384,038	17,211	25.0	23.8	11.7	8.5	.0136
Childress	54,411	14,244	31.3	22.2	8.0	5.2	.0019
Clay	115,955	20,699	23.2	26.0	14.2	11.3	.0041
Cochran	35,780	14,627	32.1	20.5	7.6	7.1	.0012
Coke	36,550	18,800	27.0	21.0	15.7	10.8	.0012
Coleman	102,628	17,396	26.1	25.6	10.6	7.8	.0033
Collingsworth	42,869	16,486	24.9	21.9	9.4	12.4	.0014
Colorado	195,647	17,436	23.0	23.3	11.9	9.6	.0072
Comanche	119,033	15,319	28.5	19.9	9.2	9.3	.0039
Concho	26,188	15,815	29.1	24.5	8.7	7.2	.0011
Cooke	314,120	21,430	24.9	29.1	13.8	10.1	.0110
Cottle	29,627	15,533	28.3	17.5	8.4	12.7	.0010
Crane	56,655	28,548	20.7	25.5	23.6	14.5	.0021
Crockett	48,949	22,853	22.1	29.0	11.9	14.9	.0021
Crosby	56,414	13,642	33.3	17.1	7.4	6.2	.0021
Culberson	19,678	14,400	33.9	23.3	9.0	2.5	.0015
Dallam	54,871	15,864	30.4	26.9	7.4	5.0	.0020
Dawson	138,486	18,173	27.5	25.7	11.2	8.7	.0053
Deaf Smith	153,104	16,877	32.9	27.3	7.7	6.4	.0058
Delta	41,230	15,512	25.1	24.0	9.4	7.6	.0013
De Witt	188,325	17,512	24.0	21.8	12.0	10.9	.0069
Dickens	20,936	10,794	29.3	16.9	5.4	2.5	.0008
Dimmit	64,121	12,659	29.5	19.1	6.7	4.4	.0028
Donley	34,738	14,222	27.5	22.5	6.9	6.7	.0017

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TEXAS (cont.)

S&MM ESTIMATES

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			A	B	C	D	
Duval	100,158	16,632	22.6	22.8	12.5	8.4	.0034
Eastland	181,051	15,450	28.8	23.4	9.2	6.1	.0069
Edwards	16,060	15,000	37.9	20.7	7.0	7.0	.0004
Erath	276,509	17,288	26.2	24.5	9.6	9.9	.0092
Falls	162,845	14,399	26.1	18.9	10.3	7.7	.0054
Fannin	227,763	16,434	26.1	25.4	9.3	6.5	.0077
Fayette	219,728	18,116	23.1	21.2	14.1	11.4	.0084
Fisher	49,015	16,702	26.9	26.9	7.7	7.1	.0016
Floyd	62,136	14,460	31.2	20.6	8.4	5.7	.0023
Foard	17,777	12,559	30.1	16.1	5.6	7.6	.0007
Franklin	81,041	18,000	25.4	25.7	11.9	8.6	.0026
Freestone	174,838	17,591	22.4	20.7	13.2	11.4	.0055
Frio	93,178	14,581	31.6	20.1	10.3	4.7	.0035
Gaines	132,838	19,216	26.9	24.6	12.5	11.5	.0045
Garza	51,847	19,463	27.7	23.8	12.7	12.2	.0018
Gillespie	160,765	18,561	29.3	28.4	10.3	7.5	.0062
Glasscock	9,325	15,333	32.3	20.2	6.3	10.5	.0003
Goliad	54,499	20,865	23.4	25.4	14.6	11.7	.0019
Gonzales	158,091	16,537	26.2	22.8	9.6	9.9	.0061
Gray	325,265	23,838	21.3	29.2	15.7	13.2	.0118
Grimes	149,220	16,921	23.0	22.9	11.4	9.3	.0058
Hale	289,692	16,758	29.7	24.4	9.5	7.3	.0110
Hall	31,248	10,096	28.1	15.1	2.9	4.3	.0013
Hamilton	85,578	15,218	28.0	23.0	9.5	6.0	.0027
Hansford	64,474	19,804	25.7	28.8	12.3	8.5	.002
Hardeman	63,756	18,543	25.0	25.1	13.1	9.0	.0
Hartley	43,934	24,905	23.6	29.5	13.2	16.3	.001
Haskell	57,574	13,494	27.6	20.0	6.4	7.5	.0023
Hemphill	59,526	22,250	26.2	32.2	12.9	9.4	.0022
Henderson	623,860	19,819	25.6	26.8	12.8	10.0	.0188
Hill	262,220	16,766	26.9	23.4	10.8	8.6	.0096
Hockley	222,469	20,689	23.0	28.2	13.9	9.3	.0078
Hood	403,555	29,507	19.9	23.6	19.8	22.0	.0114
Hopkins	271,855	17,502	28.9	24.7	10.7	8.0	.0101
Houston	232,531	16,332	25.0	19.6	11.0	11.5	.0075
Howard	359,658	19,677	25.5	26.7	12.9	9.7	.0145
Hudspeth	17,874	14,618	36.6	20.7	6.1	6.4	.0006
Hunt	729,132	21,937	22.7	25.7	14.8	13.3	.0241
Hutchinson	383,115	30,432	17.5	27.1	22.0	18.8	.0122
Irion	16,501	23,900	19.6	27.2	13.6	17.8	.0005
Jack	76,685	18,791	26.5	28.7	10.3	8.3	.0024
Jackson	135,752	21,192	23.0	26.9	14.1	11.4	.0048
Jasper	336,894	20,817	22.5	26.0	15.7	10.0	.0119
Jeff Davis	13,148	14,000	35.4	19.0	7.7	5.0	.0004
Jim Hogg	37,322	13,864	24.0	24.2	6.8	6.1	.0021
Jim Wells	288,817	16,721	25.4	26.4	9.4	6.7	.0128
Jones	166,524	16,981	25.6	24.9	9.2	8.8	.0059
Karnes	116,024	17,733	23.9	22.9	12.2	10.5	.0046
Kendall	159,206	22,662	23.2	23.1	15.9	15.9	.0056
Kenedy	7,798	14,111	29.5	20.0	5.5	9.5	.0001
Kent	8,889	15,200	30.2	22.7	11.3	5.3	.0005
Kerr	472,629	22,783	25.2	28.9	13.7	13.4	.0151
Kimble	34,881	16,844	26.2	29.7	8.8	5.1	.0017
King	4,294	16,750	41.0	29.0	6.5	2.0	.0002
Kinney	16,080	15,065	32.8	20.3	9.1	4.6	.0005
Kleberg	281,868	17,810	26.5	23.3	12.2	9.3	.0112
Knox	40,612	12,737	24.4	19.1	8.4	6.9	.0013
Lamar	448,901	18,992	24.6	25.0	12.1	10.7	.0163
Lamb	135,212	15,294	32.6	21.9	8.9	5.9	.0048
Lampasas	132,471	17,288	30.2	23.7	9.9	9.2	.0044
La Salle	38,211	13,213	26.4	17.2	9.1	6.0	.0014
Lavaca	194,679	18,555	22.4	23.5	13.3	10.3	.0071
Lee	113,962	16,748	24.7	22.4	13.4	7.4	.0057
Leon	128,098	15,144	22.1	21.6	9.6	10.4	.0045
Limestone	209,966	15,606	25.1	22.2	9.1	9.2	.0071
Lipscomb	41,536	21,517	24.6	27.1	11.9	14.6	.0013
Live Oak	84,809	17,591	27.1	25.2	10.7	8.6	.0033
Llano	138,700	16,466	32.2	21.9	9.9	8.3	.0043
Loving	2,494	9,318	19.0	10.0		6.0	.0001
Lynn	49,705	13,652	30.7	20.9	7.4	4.4	.0017
McCulloch	80,504	14,405	30.6	19.0	6.8	9.0	.0029
McMullen	9,069	21,800	28.6	28.0	20.0	7.0	.0003
Madison	117,612	19,347	22.9	20.6	13.3	14.8	.0040
Marion	87,743	15,196	23.5	26.1	9.2	5.1	.0029
Martin	47,970	21,000	25.8	25.7	11.3	14.4	.0016
Mason	30,873	13,566	30.2	18.9	8.3	4.9	.0012
Matagorda	548,192	29,811	16.9	25.1	21.9	17.7	.0165
Maverick	177,087	12,779	32.9	20.2	5.6	2.9	.0094
Medina	219,890	18,229	28.0	26.3	11.2	8.3	.0084
Menard	14,946	11,829	32.4	17.0	5.1	2.6	.0007
Milam	230,401	17,929	21.5	20.3	15.9	10.1	.0074
Mills	46,789	17,982	28.0	26.0	10.9	7.5	.0014
Mitchell	79,372	15,859	25.9	20.8	9.7	9.6	.0031
Montague	163,847	16,164	29.1	24.8	9.7	5.6	.0059
Moore	185,810	25,373	21.6	34.4	18.6	10.4	.0065
Morris	140,761	21,293	20.2	27.6	17.1	7.6	.0048
Motley	14,367	11,382	29.0	15.4	7.3	4.1	.0005
Nacogdoches	481,028	16,765	27.2	23.4	10.1	9.1	.0176
Navarro	399,970	17,638	26.5	23.3	11.8	9.9	.0150
Newton	139,128	21,227	21.7	22.3	17.7	11.9	.0040
Nolan	180,374	19,979	25.2	26.0	13.2	10.7	.0066
Ochiltree	122,678	26,874	22.7	31.7	19.7	12.6	.0045
Oldham	15,704	15,733	38.5	22.4	7.7	7.6	.0006
Palo Pinto	266,618	18,656	27.4	26.8	10.5	9.1	.0105
Panola	226,931	20,855	22.4	27.4	15.8	8.5	.0076
Parmer	67,107	15,009	35.6	21.1	7.3	4.8	.0025
Pecos	141,014	23,245	24.3	29.8	18.3	9.4	.0062
Polk	294,259	16,347	28.9	21.3	10.8	9.1	.0100
Presidio	28,934	10,630	27.9	15.8	5.4	2.8	.0013
Rains	60,962	16,500	24.9	27.2	7.6	7.1	.0018

SIMMONS-SCARBOROUGH LATEST STUDY OF SAN ANTONIO MSA SHOWS

THE LIGHT LEADS IN

- TOTAL ADULT READERSHIP
- ADULT MEN READERSHIP
- ADULT WOMEN READERSHIP
- AGES 25-40 READERSHIP

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TEXAS (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Reagan	47,545	25,129	23.7	32.3	17.5	10.9	.0018
Real	16,581	10,926	31.3	15.3	4.2	4.2	.0005
Red River	121,775	12,720	29.5	18.6	6.4	4.7	.0051
Reeves	122,388	18,504	25.1	26.3	10.7	9.5	.0050
Refugio	93,918	22,109	21.3	26.1	13.6	13.9	.0036
Roberts	12,419	22,400	24.0	28.9	12.0	15.8	.0004
Robertson	138,343	14,497	22.6	20.4	10.6	7.1	.0050
Runnels	113,515	17,042	26.9	25.6	10.0	7.1	.0042
Rusk	516,103	23,752	20.5	26.7	15.4	14.8	.0156
Sabine	88,543	14,122	26.4	21.6	9.1	5.0	.0030
San Augustine	78,761	15,660	27.0	21.4	8.8	9.2	.0025
San Jacinto	137,187	16,968	23.8	23.3	12.3	8.4	.0039
San Saba	57,556	15,833	28.8	21.7	8.5	9.1	.0019
Schleicher	28,962	20,333	25.2	26.4	14.1	10.3	.0008
Scurry	234,348	24 643	22.9	28.0	14.2	17.0	.0075
Shackelford	44,636	20,250	24.5	25.1	12.9	12.5	.0015
Shelby	217,783	15,592	22.6	22.3	10.7	7.4	.0076
Sherman	47,512	24,111	25.5	26.4	18.0	14.6	.0013
Somervell	49,904	20,595	23.9	28.6	13.3	9.3	.0015
Starr	154,471	10,991	27.4	17.2	4.7	4.5	.0073
Stephens	110,621	18,679	26.2	26.2	12.6	8.1	.0040
Sterling	10,484	16,000	30.0	21.5	12.3	6.8	.0005
Stonewall	26,004	19,280	27.1	24.8	14.1	9.3	.0008
Sutton	53,706	21,350	24.7	30.7	14.1	8.1	.0019
Swisher	64,259	14,067	32.1	21.3	5.8	5.7	.0025
Terrell	17,010	20,000	18.5	25.1	11.7	13.2	.0006
Terry	144,332	20,574	24.4	27.2	12.8	11.3	.0051
Throckmorton	15,069	10,718	28.0	15.4	4.6	5.1	.0006
Titus	259,313	22,762	20.3	26.4	15.9	13.1	.0098
Trinity	100,921	14,795	23.9	23.5	9.5	6.4	.0035
Tyler	200,895	18,096	24.6	24.8	12.0	9.3	.0063
Upshur	329,664	21,661	22.5	28.4	15.0	9.9	.0103
Upton	50,914	22,259	23.6	23.5	16.0	15.2	.0016
Uvalde	184,690	16,401	30.1	23.3	10.2	7.2	.0073
Val Verde	313,748	16,922	31.2	24.4	9.5	7.8	.0135
Van Zandt	396,887	18,948	26.2	24.8	14.1	9.0	.0122
Walker	562,887	20,792	21.9	22.8	14.0	14.6	.0190
Ward	153,922	24,471	20.9	27.5	17.8	13.3	.0054
Washington	286,575	21,462	21.6	23.8	15.7	13.3	.0116
Wharton	429,983	21,517	21.0	25.3	15.8	11.7	.0157
Wheeler	84,695	17,389	24.6	24.3	10.6	9.7	.0029
Wilbarger	173,592	17,937	24.8	22.0	12.6	11.2	.0060
Willacy	102,124	12,897	30.0	18.0	7.0	6.1	.0043
Wilson	152,283	17,642	26.8	27.2	10.1	6.8	.0054
Winkler	100,415	24,530	18.8	30.2	17.4	11.1	.0040
Wise	400,527	25,559	21.1	25.9	16.7	17.1	.0132
Wood	296,478	18,783	25.5	25.0	13.6	9.0	.0098
Yoakum	114,797	28,179	17.0	29.5	22.9	13.6	.0036
Young	257,669	20,152	25.3	25.4	12.1	12.8	.0080
Zapata	48,692	12,588	30.4	18.4	6.7	4.7	.0020
Zavala	62,374	13,370	33.4	18.7	7.0	4.7	.0025
TOTAL METRO COUNTIES	**163,980,802**	**25,829**	**21.7**	**26.3**	**17.2**	**17.4**	**5.6539**
TOTAL STATE	**195,120,293**	**24,272**	**22.4**	**26.1**	**16.3**	**15.9**	**6.7499**

UTAH

UTAH
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PROVO - OREM	**253.9**	**.1044**	**23.0**	**19.6**	**16.6**	**13.1**	**14.5**	**68.6**	**872,947**	**205,647**	**61,291**	**119,075**	**48,143**	**170,331**	**28,702**
Utah	253.9	.1044	23.0	19.6	16.6	13.1	14.5	68.6	872,947	205,647	61,291	119,075	48,143	170,331	28,702
• Orem	61.8	.0254	22.2	12.8	18.5	14.1	12.3	16.7	317,928	61,278	18,677	73,495	18,142	43,610	9,577
• Provo	77.4	.0318	22.8	37.2	16.3	8.6	13.2	21.1	294,484	58,847	21,616	20,408	22,993	79,936	11,722
SUBURBAN TOTAL	114.7	.0472	23.8	11.1	15.9	15.7	16.6	30.8	260,535	85,522	20,998	25,172	7,008	46,785	7,403
SALT LAKE CITY - OGDEN	**1,052.5**	**.4328**	**27.2**	**11.7**	**18.6**	**17.4**	**18.1**	**340.0**	**5,424,068**	**1,202,708**	**447,381**	**737,460**	**359,497**	**1,104,351**	**124,635**
Davis	180.9	.0744	24.9	11.0	16.9	18.9	14.0	50.6	715,744	177,975	36,841	82,152	50,115	198,968	8,239
Salt Lake	709.7	.2918	27.5	11.8	19.5	17.1	18.2	234.6	3,820,303	834,377	340,102	507,856	265,958	711,785	92,895

SALT LAKE
INTERMOUNTAIN WEST'S
UTAH
TOP 50 BUY

The Salt Lake market, a top-50 buy in many categories, including population. The Salt Lake Tribune (morning & Sunday) and Deseret News (evening & Sunday) serves and sells the Intermountain Region. Salt Lake-Ogden MSA accounts for 62% of the state's total population and 67% of total retail sales. Average readership by both newspapers is 60% weekdays and 76% Sunday.
Source: 1986 Survey of Buying Power: Belden CMS

Newspaper Agency Corporation
The Salt Lake Tribune NAC DESERET NEWS
P.O. Box 45838, 157 Regent Street/ Salt Lake City, Utah 84145 /Phone 237-2800

UTAH (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Salt Lake City	168.4	.0692	31.2	14.5	20.6	13.7	28.6	71.9	1,534,404	262,163	179,616	154,337	132,294	286,019	39,488
Sandy	65.2	.0268	23.6	6.7	25.0	17.5	6.2	16.8	164,050	59,787	13,585	18,057	4,262	12,868	1,841
Weber	161.9	.0666	28.3	12.2	16.7	16.9	22.0	54.8	888,021	190,356	70,438	147,452	43,424	193,598	23,501
• Ogden	70.5	.0290	29.9	14.4	16.5	14.1	27.5	27.1	677,690	123,520	49,378	124,581	29,998	159,131	13,705
SUBURBAN TOTAL	813.6	.3346	26.0	10.9	18.3	18.4	15.2	241.0	3,211,974	817,025	218,387	458,542	197,205	659,201	71,442
OTHER COUNTIES															
Beaver	5.3	.0021	31.1	8.1	13.1	15.2	29.6	1.7	22,094	4,743	3,779	1,010	835	758	298
Box Elder	37.2	.0153	27.2	9.3	14.3	17.8	21.1	11.0	150,256	40,560	14,027	10,309	6,550	40,153	6,423
Cache	65.7	.0271	24.5	18.5	17.2	13.7	17.7	20.3	282,319	65,823	18,851	46,445	16,097	44,693	8,053
Carbon	24.8	.0102	28.4	11.3	17.7	15.4	22.8	8.2	149,809	50,840	10,402	14,744	7,433	26,438	5,264
Daggett	.8	.0003	26.9	10.8	19.3	17.4	16.9	.2	3,968	1,736	271	750			
Duchesne	15.8	.0065	24.0	10.2	15.9	16.7	16.0	4.4	86,306	23,319	3,346	7,364	2,330	21,904	4,372
Emery	12.9	.0053	24.1	10.8	17.4	16.0	15.2	3.6	33,057	7,567	3,286	419	451	1,370	287
Garfield	3.9	.0016	30.8	9.1	15.2	16.5	27.1	1.2	8,340	2,339	1,139	318	108	913	310
Grand	8.1	.0033	28.1	11.2	18.6	19.0	18.1	2.9	60,569	15,336	4,582	2,979	1,030	5,365	1,992
Iron	21.7	.0089	24.6	15.3	15.3	15.4	18.5	6.6	138.596	27,824	11,219	10,980	5,655	31,965	1,823
Juab	6.2	.0026	28.8	8.4	15.0	15.4	25.4	1.8	21,838	5,266	2,597		399	5,105	362
Kane	4.9	.0020	30.0	6.4	14.6	16.9	25.8	1.5	17,293	2,635	3,109	792	216	694	235
Millard	14.7	.0060	28.3	7.6	13.7	14.9	25.9	4.4	46,560	16,194	2,846	1,097	1,533	6,114	1,210
Morgan	5.4	.0022	26.7	8.8	13.0	22.3	17.0	1.5	8,896	726	898		143	5,914	143
Piute	1.4	.0006	34.2	5.6	11.0	16.1	33.1	.4	1,420	541	151	106	79	129	
Rich	2.4	.0010	25.7	11.3	17.9	14.3	19.0	.7	4,036	286	838	229			
San Juan	12.6	.0052	21.4	10.4	15.5	15.2	13.9	3.2	31,296	6,363	2,109	5,989	531	4,865	277
Sanpete	17.3	.0071	27.1	11.6	13.2	13.7	25.8	5.2	27,741	9,362	1,564	1,685	1,769	3,933	1,407
Sevier	16.7	.0069	28.5	8.4	14.3	15.9	24.9	5.1	88,065	21,171	5,357	5,818	2,268	19,143	1,879
Summit	13.8	.0056	28.4	9.8	21.8	19.4	16.3	4.7	72,678	22,836	16,237	80	628	7,007	5,786
Tooele	29.6	.0122	27.0	9.7	16.2	19.1	17.9	9.1	93,517	35,280	7,636	2,302	2,788	12,537	2,335
Uintah	26.7	.0110	24.9	11.1	17.5	17.3	15.0	7.9	218,455	49,132	12,614	18,856	7,493	46,264	5,147
Wasatch	10.1	.0041	27.1	9.4	17.0	16.2	20.3	3.2	35,278	10,440	5,268	1,643	131	5,699	943
Washington	37.5	.0155	27.6	10.5	13.4	13.6	26.5	11.1	179,646	42,147	13,012	14,827	8,018	37,071	4,980
Wayne	2.3	.0009	30.4	7.0	14.7	14.7	28.5	.6	2,969	441	611	220	125	194	
TOTAL METRO COUNTIES	**1,306.4**	**.5372**	**26.2**	**13.2**	**18.3**	**16.5**	**17.4**	**408.6**	**6,297,015**	**1,408,355**	**508,672**	**856,535**	**407,640**	**1,274,682**	**153,337**
TOTAL STATE	**1,704.2**	**.7007**	**26.2**	**12.9**	**17.7**	**16.4**	**18.1**	**529.1**	**8,082,217**	**1,871,262**	**654,421**	**1,005,497**	**474,250**	**1,602,910**	**206,863**

UTAH

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PROVO - OREM	**1,774,926**	**20,171**	**29.8**	**29.7**	**13.6**	**7.2**	**.0685**
Utah	1,774,926	20,171	29.8	29.7	13.6	7.2	.0685
• Orem	440,346	21,856	29.5	32.9	15.1	6.7	.0189
• Provo	504,374	16,056	35.4	22.4	9.5	6.9	.0208
SUBURBAN TOTAL	830,206	22,560	26.2	33.0	15.6	7.6	.0288
SALT LAKE CITY - OGDEN	**10,436,160**	**25,311**	**23.5**	**31.9**	**17.7**	**12.3**	**.3718**
Davis	1,576,973	26,889	22.9	36.2	20.0	10.9	.0559
Salt Lake	7,287,950	25,392	23.1	31.3	17.5	12.9	.2582
• Salt Lake City	1,857,177	18,239	29.6	25.0	11.3	9.3	.0762
Sandy	619,886	32,878	12.9	36.9	27.7	16.5	.0191
Weber	1,571,237	23,349	25.3	31.5	16.2	10.6	.0577
• Ogden	685,305	19,148	29.6	27.4	12.1	8.3	.0311
SUBURBAN TOTAL	7,893,678	27,898	20.9	34.6	20.2	13.6	.2645
OTHER COUNTIES							
Beaver	31,404	14,563	37.9	22.1	9.2	1.6	.0015
Box Elder	418,814	32,289	15.8	29.0	21.8	23.3	.0131
Cache	553,861	21,587	27.6	32.0	12.9	9.4	.0203
Carbon	245,211	26,948	21.1	32.5	20.5	10.6	.0094
Daggett	4,863	20,833	24.0	32.0	18.5	2.0	.0001
Duchesne	131,013	33,159	21.2	35.3	17.8	10.4	.0053
Emery	119,667	30,667	17.9	30.4	24.4	15.6	.0037
Garfield	21,385	13,879	37.3	24.1	5.1	1.6	.0008
Grand	75,533	22,027	26.5	32.0	16.2	6.7	.0032
Iron	133,544	15,929	36.4	27.0	6.9	3.3	.0068
Juab	35,206	16,098	37.4	29.8	4.7	3.2	.0016
Kane	34,037	18,417	31.5	30.2	9.5	5.5	.0014
Millard	111,346	19,795	28.9	28.7	12.9	7.9	.0040
Morgan	48,729	28,414	18.1	34.3	20.0	15.4	.0014
Piute	7,050	13,150	39.9	18.8	3.3	3.5	.0002
Rich	18,147	21,250	26.1	31.9	12.9	8.1	.0006
San Juan	57,966	15,241	34.5	25.7	5.4	2.3	.0027
Sanpete	108,110	15,901	31.0	26.0	8.8	3.9	.0037
Sevier	123,410	20,280	28.0	34.1	11.7	4.9	.0053
Summit	142,952	23,410	25.5	32.1	15.7	10.8	.0050
Tooele	300,560	29,032	18.3	34.3	22.0	14.1	.0094
Uintah	269,474	30,321	15.7	28.6	23.4	16.9	.0111
Wasatch	65,097	16,486	34.7	27.5	8.1	3.3	.0026
Washington	252,083	17,794	30.9	28.3	10.2	5.3	.0110
Wayne	14,946	18,600	28.0	28.0	12.0	6.2	.0005
TOTAL METRO COUNTIES	**12,211,086**	**24,394**	**24.5**	**31.6**	**17.0**	**11.4**	**.4403**
TOTAL STATE	**15,535,491**	**23,862**	**24.8**	**31.3**	**16.5**	**11.1**	**.5650**

What is the difference between "median" and "average"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

VERMONT

VT.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BURLINGTON	**129.4**	**.0532**	**29.0**	**17.0**	**19.4**	**19.4**	**18.9**	**46.4**	**1,094,975**	**218,976**	**109,619**	**103,318**	**52,350**	**278,756**	**24,987**
Chittenden	124.2	.0511	28.8	17.3	19.6	19.4	18.6	44.6	1,084,120	216,607	108,896	102,169	52,169	275,697	24,987
• Burlington	38.2	.0157	27.3	27.9	17.4	13.7	22.8	14.3	346,961	55,880	50,648	50,935	18,389	35,051	8,463
Grand Isle	5.2	.0021	32.7	8.7	18.3	19.5	26.3	1.8	10,855	2,369	723	1,149	181	3,059	
SUBURBAN TOTAL	91.2	.0375	29.6	12.4	20.3	21.8	17.3	32.1	748,014	163,096	58,971	52,383	33,961	243,705	16,524
OTHER COUNTIES															
Addison	31.5	.0129	30.0	13.4	18.7	18.3	22.3	11.0	185,358	48,890	16,276	9,734	2,632	41,899	6,001
Bennington	35.0	.0144	33.7	10.4	16.2	19.0	28.9	13.5	417,794	72,487	30,304	26,108	13,521	63,390	8,562
Caledonia	27.3	.0112	32.2	10.5	17.4	17.8	27.3	10.2	179,191	45,171	11,628	14,847	4,899	44,134	3,787
Essex	6.9	.0028	33.0	8.9	16.3	19.0	27.7	2.5	9,756	2,169	2,715	700	129	701	
Franklin	37.5	.0155	31.2	9.5	17.4	18.4	25.1	13.1	231,133	61,811	12,348	13,017	5,864	69,447	5,697
Lamoille	18.0	.0074	30.6	12.5	20.1	18.5	22.6	6.8	124,882	29,493	16,368	6,088	2,781	14,072	3,944
Orange	24.9	.0102	31.7	10.2	18.1	18.8	25.3	9.0	97,476	25,437	7,174	4,088	970	11,302	2,363
Orleans	24.5	.0101	32.2	9.0	17.0	18.1	27.2	8.9	118,800	35,053	8,342	7,069	2,633	35,697	3,575
Rutland	61.3	.0252	33.0	11.3	17.4	18.4	28.2	22.9	477,774	98,935	50,910	30,969	17,234	125,488	10,829
Washington	53.9	.0222	32.4	11.3	17.9	19.3	26.1	20.4	368,826	82,816	40,524	26,202	20,807	96,706	9,729
Windham	39.8	.0163	33.0	9.6	19.6	18.5	27.6	16.0	328,560	76,879	43,334	13,333	10,751	50,831	9,082
Windsor	54.0	.0222	34.1	9.0	17.9	19.4	29.0	21.4	317,758	69,461	31,058	9,771	4,618	100,030	5,081
TOTAL METRO COUNTIES	**129.4**	**.0532**	**29.0**	**17.0**	**19.4**	**19.4**	**18.9**	**46.4**	**1,094,975**	**218,976**	**109,619**	**103,318**	**52,350**	**278,756**	**24,987**
TOTAL STATE	**544.0**	**.2236**	**31.6**	**12.0**	**18.4**	**18.8**	**24.9**	**202.1**	**3,952,283**	**867,578**	**380,600**	**265,244**	**139,189**	**932,453**	**93,637**

VT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BURLINGTON	**1,580,530**	**26,035**	**22.6**	**28.4**	**17.6**	**16.6**	**.0592**
Chittenden	1,529,883	26,248	22.3	28.3	17.8	16.8	.0578
• Burlington	423,480	20,046	27.2	26.2	12.1	11.9	.0173
Grand Isle	50,647	22,085	27.8	31.4	13.2	10.6	.0014
SUBURBAN TOTAL	1,157,050	28,966	20.4	29.5	20.1	18.7	.0419
OTHER COUNTIES							
Addison	329,627	22,741	26.7	32.1	14.7	10.5	.0118
Bennington	391,532	21,552	29.0	31.6	12.9	9.6	.0179
Caledonia	243,474	18,289	31.9	30.1	10.0	4.9	.0101
Essex	58,656	18,667	33.6	32.3	9.7	4.2	.0018
Franklin	349,784	20,353	28.3	29.6	13.1	8.2	.0137
Lamoille	179,744	20,410	28.0	32.0	12.2	6.9	.0071
Orange	239,791	20,302	31.6	31.2	13.3	6.4	.0080
Orleans	211,824	17,857	33.0	29.0	9.1	5.7	.0079
Rutland	624,791	21,136	28.1	31.7	13.4	7.8	.0254
Washington	521,468	19,401	30.7	29.8	12.2	6.3	.0206
Windham	465,843	21,626	28.0	29.5	13.9	10.4	.0178
Windsor	560,977	20,212	29.5	31.4	11.9	7.2	.0203
TOTAL METRO COUNTIES	**1,580,530**	**26,035**	**22.6**	**28.4**	**17.6**	**16.6**	**.0592**
TOTAL STATE	**5,758,041**	**21,447**	**27.8**	**30.3**	**13.7**	**9.7**	**.2216**

VIRGINIA

VA.
S&MM ESTIMATES

POPULATION—12/31/86

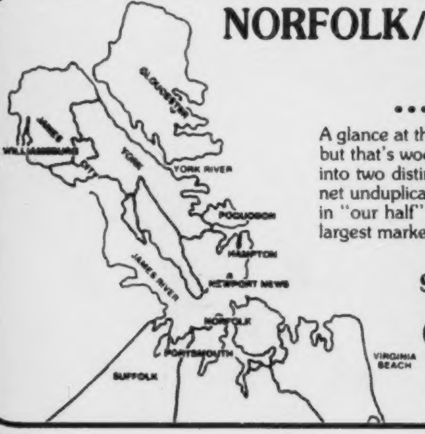
RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHARLOTTESVILLE	**122.7**	**.0505**	**30.2**	**18.1**	**19.8**	**18.3**	**22.1**	**46.2**	**894,746**	**180,788**	**70,279**	**121,644**	**55,842**	**162,900**	**27,639**
Albemarle	61.4	.0253	29.7	18.5	20.0	19.6	19.7	22.8	295,570	45,692	26,145	72,348	11,739	34,216	5,738
Charlottesville city	40.9	.0168	30.1	21.7	20.1	15.4	24.7	16.4	553,888	121,757	43,105	47,106	43,734	115,317	20,460
• Charlottesville	40.9	.0168	30.1	21.7	20.1	15.4	24.7	16.3	553,888	121,757	43,105	47,106	43,734	115,317	20,460
Fluvanna	11.4	.0047	32.9	9.7	16.7	19.9	26.6	4.0	24,727	7,461	236		185	5,854	1,294
Greene	9.0	.0037	31.4	9.1	20.8	21.2	21.4	3.0	20,561	5,878	793	2,190	184	7,513	147
SUBURBAN TOTAL	81.8	.0337	30.2	16.2	19.8	19.8	20.8	29.9	340,858	59,031	27,174	74,538	12,108	47,583	7,179
DANVILLE	**112.5**	**.0463**	**34.2**	**10.4**	**16.2**	**19.3**	**29.4**	**40.5**	**493,249**	**113,394**	**43,537**	**41,397**	**20,059**	**128,134**	**24,761**
Danville city	45.0	.0185	36.6	10.5	15.5	17.9	34.1	17.5	373,539	81,201	32,452	36,191	16,726	104,124	19,483
• Danville	45.0	.0185	36.6	10.5	15.5	17.9	34.1	17.4	373,539	81,201	32,452	36,191	16,726	104,124	19,483
Pittsylvania	67.5	.0278	32.9	10.4	16.6	20.2	26.3	23.0	119,710	32,193	11,085	5,206	3,333	24,010	5,278
SUBURBAN TOTAL	67.5	.0278	32.9	10.4	16.6	20.2	26.3	23.1	119,710	32,193	11,085	5,206	3,333	24,010	5,278
LYNCHBURG	**148.4**	**.0610**	**32.7**	**12.8**	**16.8**	**20.0**	**26.1**	**50.8**	**894,091**	**185,835**	**75,492**	**148,957**	**42,694**	**180,238**	**33,475**
Amherst	30.7	.0126	32.6	11.6	17.8	21.3	24.4	9.8	122,614	38,927	9,989	10,057	1,950	29,910	5,658
Campbell	48.6	.0200	32.2	10.0	17.4	22.9	22.1	15.6	125,466	38,228	9,405	5,895	5,496	30,557	9,181
Lynchburg city	69.1	.0284	33.1	15.1	16.0	17.4	29.5	25.4	646,011	108,680	56,098	133,005	35,248	119,771	18,636
• Lynchburg	69.1	.0284	33.1	15.1	16.0	17.4	29.5	25.4	646,011	108,680	56,098	133,005	35,248	119,771	18,636
SUBURBAN TOTAL	79.3	.0326	32.3	10.6	17.6	22.3	23.0	25.4	248,080	77,155	19,394	15,952	7,446	60,467	14,839
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,306.7**	**.5371**	**29.5**	**15.5**	**18.7**	**19.4**	**20.2**	**444.6**	**7,684,514**	**1,355,567**	**749,946**	**881,711**	**510,745**	**1,904,536**	**215,861**
Chesapeake city	134.9	.0554	30.5	10.8	17.9	21.7	20.3	44.1	606,893	122,377	39,788	78,966	19,289	171,402	15,952
Chesapeake	134.9	.0554	30.5	10.8	17.9	21.7	20.3	44.1	606,893	122,377	39,788	78,966	19,289	171,402	15,952

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Gloucester	27.1	.0111	34.5	9.2	16.6	21.8	27.3	9.7	110,650	38,195	6,069	11,018	3,211	23,995	5,092
Hampton city	126.4	.0519	30.0	14.6	17.5	21.0	20.3	43.9	1,062,186	170,080	80,116	151,807	56,497	210,951	20,076
• Hampton	126.4	.0519	30.0	14.6	17.5	21.0	20.3	43.9	1,062,186	170,080	80,116	151,807	56,497	210,951	20,076
James City	26.1	.0108	32.5	10.7	17.9	21.7	23.9	9.1	117,207	12,174	8,380		77,926	2,595	452
Newport News city	159.4	.0656	30.0	14.3	19.4	18.9	21.3	57.0	909,155	153,384	72,560	107,996	26,885	291,375	19,845
• Newport News	159.4	.0656	30.0	14.3	19.4	18.9	21.3	57.0	909,155	153,384	72,560	107,996	26,885	291,375	19,845
Norfolk city	277.9	.1142	26.9	24.7	18.4	13.8	21.2	95.0	1,775,637	260,109	206,174	217,432	133,241	457,713	49,846
• Norfolk	277.9	.1142	26.9	24.7	18.4	13.8	21.2	95.0	1,775,637	260,109	206,174	217,432	133,241	457,713	49,846
Poquoson city	10.3	.0043	33.0	8.1	15.9	28.6	18.3	3.3	30,462	19,303	1,599	174	1,804	1,615	748
Poquoson	10.3	.0043	33.0	8.1	15.9	28.6	18.3	3.2	30,462	19,303	1,599	174	1,804	1,615	748
Portsmouth city	111.5	.0458	31.5	12.2	17.3	16.7	27.3	39.2	556,797	110,010	44,281	60,466	22,124	164,993	21,524
• Portsmouth	111.5	.0458	31.5	12.2	17.3	16.7	27.3	39.2	556,797	110,010	44,281	60,466	22,124	164,993	21,524
Suffolk city	51.4	.0211	33.5	9.9	15.3	19.7	28.0	17.2	358,444	78,650	16,452	10,881	14,217	69,018	12,846
• Suffolk	51.4	.0211	33.5	9.9	15.3	19.7	28.0	17.1	358,444	78,650	16,452	10,881	14,217	69,018	12,846
Virginia Beach city	328.4	.1350	29.0	13.4	21.1	22.4	14.9	109.9	1,730,395	293,247	193,157	214,759	128,245	440,048	52,408
• Virginia Beach	328.4	.1350	29.0	13.4	21.1	22.4	14.9	109.9	1,730,395	293,247	193,157	214,759	128,245	440,048	52,408
Williamsburg city	11.2	.0046	24.2	47.3	13.3	9.8	21.2	3.4	302,556	75,139	55,736	20,767	19,547	57,888	9,694
Williamsburg	11.2	.0046	24.2	47.3	13.3	9.8	21.2	3.3	302,556	75,139	55,736	20,767	19,547	57,888	9,694
York	42.1	.0173	30.9	10.6	17.4	25.9	16.9	12.8	124,132	22,899	25,634	7,445	7,759	12,943	7,378
SUBURBAN TOTAL	251.7	.1035	30.9	12.1	17.4	22.2	20.8	82.5	1,291,900	290,087	137,206	118,370	129,536	270,438	39,316
RICHMOND - PETERSBURG	**817.5**	**.3361**	**32.1**	**11.4**	**19.5**	**20.3**	**24.0**	**294.4**	**5,309,667**	**1,059,201**	**445,045**	**688,795**	**244,023**	**1,271,425**	**214,153**
Charles City	6.9	.0028	30.3	11.8	17.7	20.2	21.5	2.0	2,291	679	173			134	
Chesterfield	170.4	.0700	30.2	9.8	21.1	24.5	15.4	55.6	943,700	205,705	57,275	172,281	43,473	167,766	46,323
Colonial Heights city	17.4	.0072	35.3	9.7	15.4	23.4	27.2	6.0	90,424	14,363	9,691	14,010	1,646	21,640	4,361
Colonial Heights	17.4	.0072	35.3	9.7	15.4	23.4	27.2	6.0	90,424	14,363	9,691	14,010	1,646	21,640	4,361
Dinwiddie	22.0	.0091	33.2	10.8	16.0	21.7	25.4	6.1	30,779	14,807	3,450		209	409	269
Goochland	13.1	.0054	33.8	10.0	17.9	22.7	25.1	4.2	30,821	6,169	792	1,425	2,384	7,881	169



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
(WE CALL IT HAMPTON ROADS)

...where No. 2 becomes No. 1!

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VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hanover	57.3	.0236	33.4	10.1	16.5	23.8	23.6	18.6	325,603	78,161	28,612	10,008	7,726	42,125	15,242
Henrico	198.5	.0816	33.0	10.6	19.7	20.5	25.6	75.4	1,518,040	270,919	131,780	269,753	76,023	390,221	64,600
Hopewell city	23.8	.0097	32.2	11.3	16.9	19.4	25.9	8.9	126,597	30,196	11,210	18,730	6,757	14,586	9,948
Hopewell	23.8	.0097	32.2	11.3	16.9	19.4	25.9	8.8	126,597	30,196	11,210	18,730	6,757	14,586	9,948
New Kent	10.8	.0044	31.8	9.2	19.9	20.9	22.7	3.8	20,010	6,035	1,558	498	81	4,947	731
Petersburg city	41.2	.0169	32.7	11.6	16.5	17.8	28.5	15.4	334,962	37,392	22,877	70,325	17,785	101,272	14,691
• Petersburg	41.2	.0169	32.7	11.6	16.5	17.8	28.5	15.4	334,962	37,392	22,877	70,325	17,785	101,272	14,691
Powhatan	13.9	.0057	31.0	9.7	22.8	22.8	18.1	3.8	26,723	7,233	252	882	341	13,818	655
Prince George	25.9	.0107	27.1	16.7	21.4	20.9	12.1	6.5	84,015	17,097	9,016	1,904	1,831	37,067	
Richmond city	216.3	.0890	32.9	13.9	19.8	15.9	29.8	88.1	1,775,702	370,445	168,359	128,979	85,767	469,559	57,164
• Richmond	216.3	.0890	32.9	13.9	19.8	15.9	29.8	88.0	1,775,702	370,445	168,359	128,979	85,767	469,559	57,164
SUBURBAN TOTAL	560.0	.2302	31.7	10.5	19.6	22.3	21.4	191.0	3,199,003	651,364	253,809	489,491	140,471	700,594	142,298
ROANOKE	**227.1**	**.0934**	**34.4**	**10.1**	**17.7**	**20.2**	**28.8**	**85.8**	**1,416,764**	**294,962**	**137,252**	**208,291**	**85,293**	**278,729**	**58,601**
Botetourt	25.5	.0105	34.3	8.5	17.2	22.9	25.9	8.8	63,935	9,158	4,374	944	1,762	7,200	1,234
Roanoke	76.2	.0314	34.0	9.3	18.0	23.9	24.3	25.3	307,652	90,050	26,336	54,458	26,250	18,068	12,851
Roanoke city	100.9	.0415	34.7	10.3	17.8	16.6	33.0	42.7	852,370	149,816	94,687	138,097	49,886	191,520	33,885
• Roanoke	100.9	.0415	34.7	10.3	17.8	16.6	33.0	42.7	852,370	149,816	94,687	138,097	49,886	191,520	33,885
Salem city	24.5	.0100	34.3	13.4	16.8	20.3	28.4	9.0	192,807	45,938	11,855	14,792	7,395	61,941	10,631
Salem	24.5	.0100	34.3	13.4	16.8	20.3	28.4	8.9	192,807	45,938	11,855	14,792	7,395	61,941	10,631
SUBURBAN TOTAL	126.2	.0519	34.1	9.9	17.5	23.0	25.5	43.1	564,394	145,146	42,565	70,194	35,407	87,209	24,716
OTHER COUNTIES															
Accomack	31.8	.0131	37.2	8.9	13.9	18.0	34.8	11.6	138,889	41,601	13,893	11,275	5,603	18,198	5,206
☐ Alexandria city	111.8	.0459	32.7	11.5	28.4	20.5	23.1	55.2	1,121,025	135,013	121,688	168,578	65,040	405,961	31,109
Alexandria	111.8	.0459	32.7	11.5	28.4	20.5	23.1	55.1	1,121,025	135,013	121,688	168,578	65,040	405,961	31,109
Alleghany	14.3	.0058	33.5	8.8	16.4	22.1	25.4	4.6	875	584	132	118			
Amelia	8.7	.0036	33.7	9.8	15.3	20.8	27.3	2.7	18,901	4,355	491	795	391	5,672	1,171
Appomattox	12.8	.0053	34.2	9.4	14.9	21.5	27.3	4.4	45,415	9,956	3,046	673	472	16,640	3,020
☐ Arlington	156.4	.0643	33.6	13.2	25.9	20.0	26.4	74.3	1,244,048	198,949	164,719	92,229	81,406	447,544	66,236
• Arlington	156.4	.0643	33.6	13.2	25.9	20.0	26.4	74.2	1,244,048	198,949	164,719	92,229	81,406	447,544	66,236
Augusta	54.8	.0226	33.7	9.8	17.1	22.1	25.8	18.3	238,732	38,652	13,078	5,690	2,129	103,235	2,121
Bath	5.9	.0024	35.5	9.6	16.1	22.5	28.4	2.0	9,841	3,119	303	556	1,087	349	355
Bedford	40.6	.0167	33.6	8.7	17.9	21.7	25.9	12.9	20,272	5,908	1,498	61	1,376	2,207	1,105
Bedford city	6.2	.0026	41.7	8.8	13.8	16.9	40.9	2.3	93,293	30,453	5,564	13,156	2,313	18,856	3,147
Bedford	6.2	.0026	41.7	8.8	13.8	16.9	40.9	2.2	93,293	30,453	5,564	13,156	2,313	18,856	3,147
Bland	6.6	.0027	33.2	10.0	19.9	19.4	26.9	2.2	7,613	1,785	304		112	3,594	180
☐ Bristol city	18.4	.0075	36.3	10.9	14.9	19.0	32.8	7.3	220,171	31,917	16,228	44,907	9,364	57,639	4,317
• Bristol	18.4	.0075	36.3	10.9	14.9	19.0	32.8	7.3	220,171	31,917	16,228	44,907	9,364	57,639	4,317
Brunswick	15.9	.0065	32.8	12.0	14.5	17.3	29.5	5.0	34,654	12,118	1,179	1,542	496	10,391	1,561
Buchanan	38.8	.0160	28.5	11.6	18.0	20.6	17.7	12.3	114,491	17,190	7,583	13,372	9,374	22,743	7,397
Buckingham	12.5	.0051	33.3	9.7	15.0	18.1	29.4	3.9	21,245	6,478	1,246	2,310	202	4,784	396
Buena Vista city	6.6	.0028	33.3	10.9	16.2	20.8	26.3	2.3	27,797	9,124	2,908	1,642	994	1,871	2,205
Buena Vista	6.6	.0028	33.3	10.9	16.2	20.8	26.3	2.2	27,797	9,124	2,908	1,642	994	1,871	2,205
Caroline	19.9	.0082	31.5	10.8	16.4	19.7	24.5	6.3	42,841	11,974	4,269	533	1,014	11,793	1,341
Carroll	28.3	.0116	35.4	8.7	16.0	20.7	29.8	9.7	64,288	15,267	4,755	6,983	2,478	11,206	4,231
Charlotte	12.0	.0050	34.9	9.3	13.6	18.9	31.0	4.0	19,265	7,586	983	1,108	617	3,506	1,093
Clarke	10.8	.0045	35.5	7.8	17.3	20.8	29.8	3.9	28,529	7,391	3,441	629	995	5,170	335
Clifton Forge city	5.0	.0021	40.6	8.6	12.8	16.7	40.1	1.9	24,703	9,187	1,065	2,174	497	4,245	2,569
Clifton Forge	5.0	.0021	40.6	8.6	12.8	16.7	40.1	1.9	24,703	9,187	1,065	2,174	497	4,245	2,569
Covington city	8.0	.0032	37.7	9.7	14.8	17.3	36.0	3.0	110,593	22,329	7,831	10,149	4,559	31,529	3,901
Covington	8.0	.0032	37.7	9.7	14.8	17.3	36.0	3.0	110,593	22,329	7,831	10,149	4,559	31,529	3,901
Craig	4.3	.0017	35.1	9.1	16.9	20.8	29.3	1.5	4,866	2,253	576		95	184	60
Culpeper	25.1	.0104	33.4	9.3	16.7	20.3	27.0	8.4	99,089	26,957	6,411	15,757	6,279	17,466	5,178
Cumberland	8.5	.0035	33.6	8.5	14.2	19.5	28.5	2.8	19,595	7,776	427	1,212	1,783	486	185
Dickenson	20.8	.0085	30.5	10.5	16.8	19.6	22.8	6.9	63,172	17,615	3,180	3,168	1,941	20,197	2,002
Emporia city	4.7	.0020	39.0	8.9	13.1	16.7	38.0	1.9	84,011	20,463	7,958	4,083	5,645	16,818	2,850
Emporia	4.7	.0020	39.0	8.9	13.1	16.7	38.0	1.8	84,011	20,463	7,958	4,083	5,645	16,818	2,850
Essex	9.4	.0038	34.9	8.8	15.9	18.6	31.3	3.1	69,045	17,341	7,592	6,094	3,481	11,406	4,535
☐ Fairfax	701.5	.2885	32.1	9.5	20.0	26.8	17.3	250.8	5,456,029	1,000,177	481,729	710,331	441,480	1,310,337	189,155
☐ Fairfax city	20.1	.0082	31.8	13.1	20.1	23.0	20.5	7.3	829,472	86,912	69,025	158,791	66,591	275,182	29,576
Fairfax	20.1	.0082	31.8	13.1	20.1	23.0	20.5	7.3	829,472	86,912	69,025	158,791	66,591	275,182	29,576
☐ Falls Church city	9.4	.0039	37.1	8.6	21.0	21.9	31.5	4.4	301,183	29,042	17,902	60,223	12,097	123,353	8,534
Falls Church	9.4	.0039	37.1	8.6	21.0	21.9	31.5	4.3	301,183	29,042	17,902	60,223	12,097	123,353	8,534
Fauquier	43.3	.0178	32.7	9.8	16.9	23.3	22.9	14.4	171,808	51,428	18,941	2,077	3,207	30,539	8,763
Floyd	12.3	.0050	36.3	9.0	15.5	20.1	31.9	4.4	26,149	5,652	700	879	2,759	11,410	185
Franklin	37.8	.0155	32.9	11.6	16.8	21.1	25.4	12.7	83,446	26,260	6,431	2,957	3,604	16,145	5,501
Franklin city	7.6	.0031	33.2	10.6	15.6	17.3	29.9	2.6	60,504	11,823	5,146	8,033	4,606	8,406	6,224
Franklin	7.6	.0031	33.2	10.6	15.6	17.3	29.9	2.6	60,504	11,823	5,146	8,033	4,606	8,406	6,224
Frederick	38.0	.0157	31.9	9.3	18.0	23.0	21.4	12.2	133,340	29,935	5,292	5,858	5,098	45,781	1,491
Fredericksburg city	18.9	.0078	32.9	18.6	16.1	16.2	30.4	7.5	354,165	50,255	39,926	34,709	26,134	70,836	19,118
Fredericksburg	18.9	.0078	32.9	18.6	16.1	16.2	30.4	7.5	354,165	50,255	39,926	34,709	26,134	70,836	19,118
Galax city	6.7	.0028	39.0	9.1	14.7	19.4	36.0	2.9	83,977	20,934	7,891	10,626	5,855	16,657	3,151
Galax	6.7	.0028	39.0	9.1	14.7	19.4	36.0	2.9	83,977	20,934	7,891	10,626	5,855	16,657	3,151
Giles	18.0	.0074	34.8	8.8	15.8	20.0	29.7	6.2	83,274	28,576	2,272	6,301	3,610	24,831	3,668
Grayson	16.9	.0069	36.2	8.9	15.3	20.7	31.2	6.3	32,800	10,799	1,759	3,708	2,657	8,312	1,295
Greensville	10.6	.0044	31.1	9.8	15.5	18.2	25.7	3.1	2,381	2,007					153
Halifax	30.0	.0123	34.0	9.8	15.7	19.4	28.9	9.5	24,751	6,890	1,446	1,299	695	3,161	1,015
Harrisonburg city	27.8	.0115	26.8	31.4	14.7	14.5	23.5	9.1	381,821	76,669	40,727	80,197	27,806	68,296	14,667
Harrisonburg	27.8	.0115	26.8	31.4	14.7	14.5	23.5	9.1	381,821	76,669	40,727	80,197	27,806	68,296	14,667
Henry	59.7	.0246	32.3	10.2	16.5	23.3	23.1	20.5	206,359	62,494	15,528	5,437	6,172	42,099	10,478
Highland	3.1	.0012	36.7	10.3	16.4	18.9	33.4	1.1	5,749	517	616	205	571	659	
Isle of Wight	24.8	.0102	32.5	10.2	16.9	20.9	24.9	8.2	62,625	23,993	5,169	3,291	951	13,456	3,597

VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
King and Queen	6.1	.0025	34.8	9.4	15.8	18.4	31.3	2.2	6,206	2,346	298	295	160	1,936	
King George	12.3	.0050	31.6	8.6	17.5	22.2	21.8	4.0	17,894	3,999	1,441	667	389	5,955	863
King William	10.0	.0041	33.1	8.7	17.3	20.6	26.0	3.5	42,422	11,538	755	704	2,657	15,233	1,578
Lancaster	10.8	.0045	42.9	7.9	12.3	17.4	42.0	4.2	60,324	17,196	2,139	2,767	3,428	17,880	1,732
Lee	27.7	.0114	33.4	9.2	15.7	18.4	29.0	9.5	47,804	16,566	2,905	4,585	1,418	8,627	2,381
Lexington city	6.8	.0028	24.9	36.6	10.9	13.3	25.2	2.1	72,473	19,661	11,183	5,619	3,577	11,987	3,300
Lexington	6.8	.0028	24.9	36.6	10.9	13.3	25.2	2.1	72,473	19,661	11,183	5,619	3,577	11,987	3,300
☐ Loudoun	71.0	.0292	31.1	8.2	20.0	25.3	16.9	23.6	371,334	118,817	22,587	16,672	21,161	68,603	20,141
Louisa	19.8	.0081	33.8	9.6	15.4	20.1	28.1	6.7	46,716	18,987	2,424	2,714	1,355	6,482	2,042
Lunenburg	12.2	.0050	35.4	9.0	14.4	18.6	31.9	4.1	32,573	11,150	904	2,696	1,119	5,252	1,565
Madison	11.1	.0046	34.4	9.1	16.2	19.4	29.6	3.8	40,435	15,549	1,353	1,516	104	5,548	1,377
☐ Manassas city	19.4	.0080	28.8	10.6	24.1	20.6	14.5	6.6	304,518	55,509	19,761	16,092	8,007	137,878	5,476
Manassas	19.4	.0080	28.8	10.6	24.1	20.6	14.5	6.6	304,518	55,509	19,761	16,092	8,007	137,878	5,476
☐ Manassas Park city	7.2	.0030	25.9	12.5	21.3	19.8	10.8	2.2	16,602	8,380	1,365		826	3,069	1,488
Manassas Park	7.2	.0030	25.9	12.5	21.3	19.8	10.8	2.2	16,602	8,380	1,365		826	3,069	1,488
Martinsville city	18.8	.0077	37.2	9.2	15.0	18.7	34.1	7.1	175,035	35,358	12,436	30,495	10,668	36,177	8,099
Martinsville	18.8	.0077	37.2	9.2	15.0	18.7	34.1	7.1	175,035	35,358	12,436	30,495	10,668	36,177	8,099
Mathews	8.8	.0036	42.3	7.7	12.3	18.7	41.0	3.6	21,443	8,779	884	232	903	3,154	1,265
Mecklenburg	30.1	.0124	35.1	9.3	15.2	18.6	31.6	10.5	136,525	35,172	7,682	8,856	5,957	31,339	6,908
Middlesex	8.5	.0035	41.7	7.6	13.0	18.1	40.1	3.3	26,101	9,317	1,932	936	1,473	2,397	965
Montgomery	67.1	.0276	25.0	31.1	17.1	16.1	16.7	22.3	357,328	72,529	34,801	46,910	13,343	94,312	10,776
Nelson	12.4	.0051	35.9	9.0	15.2	19.6	31.7	4.3	43,062	5,963	1,677	495	580	20,462	772
Northampton	14.5	.0060	36.6	10.2	13.3	16.9	34.9	5.4	53,864	19,515	3,858	3,964	1,331	4,560	4,228
Northumberland	10.1	.0041	43.1	8.2	12.2	17.0	42.2	4.0	39,124	13,354	1,389	1,930	133	3,646	6,577
Norton city	4.6	.0019	33.2	10.4	16.0	18.0	29.1	1.6	109,607	16,051	5,745	14,561	2,384	37,792	5,488
Norton	4.6	.0019	33.2	10.4	16.0	18.0	29.1	1.6	109,607	16,051	5,745	14,561	2,384	37,792	5,488
Nottoway	15.2	.0063	37.5	9.0	13.2	18.6	34.7	5.4	59,243	14,284	4,113	2,242	5,437	14,815	3,529
Orange	20.7	.0085	34.8	9.1	15.6	20.1	29.6	7.2	78,536	17,172	4,100	4,880	2,410	24,284	5,658
Page	20.6	.0084	34.9	9.0	16.0	20.5	29.3	7.5	82,223	22,471	14,115	5,544	2,873	14,411	5,333
Patrick	18.4	.0076	35.5	8.5	15.4	22.1	28.8	6.4	36,602	11,217	1,732	6,813	1,181	5,331	2,143
Prince Edward	17.6	.0072	29.2	22.3	12.7	15.7	26.9	5.1	105,622	21,883	10,045	14,475	7,556	25,040	6,046
☐ Prince William	174.2	.0716	27.9	10.9	21.9	25.2	9.2	51.1	1,024,301	187,265	92,474	92,037	63,910	276,741	32,452
Pulaski	36.3	.0149	33.2	9.3	17.6	20.2	26.6	12.9	124,189	36,490	7,053	11,955	3,704	27,128	6,265
Radford city	13.9	.0057	24.5	36.2	12.5	14.1	21.0	3.8	80,944	15,005	4,820	6,050	5,171	26,933	4,508
Radford	13.9	.0057	24.5	36.2	12.5	14.1	21.0	3.8	80,944	15,005	4,820	6,050	5,171	26,933	4,508
Rappahannock	6.8	.0028	35.5	8.5	17.0	21.2	29.5	2.5	6,938	1,759	953	219	1,122	147	
Richmond	6.9	.0028	36.7	9.3	14.4	20.0	32.5	2.5	29,535	12,641	2,326	1,914	2,374	4,647	1,383
Rockbridge	18.2	.0075	32.5	15.3	15.3	20.0	26.3	5.9	110,009	17,035	7,743	597	4,326	22,121	1,648
Rockingham	54.3	.0223	32.0	13.1	17.5	20.1	24.6	18.4	122,946	26,879	9,749	6,931	3,843	27,551	2,853
Russell	34.4	.0141	31.6	10.5	18.0	20.0	24.0	11.7	77,213	24,351	5,493	4,504	5,838	16,929	3,407
☐ Scott	25.6	.0106	35.5	9.2	15.1	21.1	29.7	8.8	109,625	28,998	3,692	1,704	3,641	39,828	2,940
Shenandoah	30.0	.0123	36.1	8.9	15.9	20.1	31.4	11.2	127,712	38,477	10,140	2,573	3,622	23,270	3,655
Smyth	33.6	.0138	35.2	9.5	15.4	21.2	29.1	11.7	135,080	28,997	9,652	10,538	4,427	27,653	6,176
Southampton	18.0	.0074	32.8	12.9	15.4	19.3	27.3	5.2	46,668	9,669	2,607	1,148	1,940	18,269	581
South Boston city	7.5	.0031	36.3	8.0	15.6	18.1	33.7	2.7	109,859	25,396	7,840	19,078	7,616	18,452	5,537
South Boston	7.5	.0031	36.3	8.0	15.6	18.1	33.7	2.6	109,859	25,396	7,840	19,078	7,616	18,452	5,537
Spotsylvania	39.2	.0161	29.5	8.7	20.6	21.2	17.5	12.3	221,699	40,522	14,253	62,445	5,743	60,666	2,930
☐ Stafford	53.1	.0219	29.9	10.3	19.2	24.0	16.3	16.0	192,551	65,223	19,822	12,989	1,382	34,309	1,175
Staunton city	21.5	.0089	36.9	11.4	15.8	20.1	32.6	7.8	164,025	42,763	13,267	31,180	10,332	21,755	9,152
Staunton	21.5	.0089	36.9	11.4	15.8	20.1	32.6	7.7	164,025	42,763	13,267	31,180	10,332	21,755	9,152
Surry	6.3	.0026	33.1	10.4	15.2	18.0	29.1	2.0	12,200	6,148	927	728	165	2,528	88
Sussex	10.3	.0042	33.2	9.9	15.7	18.6	28.5	3.4	60,389	18,689	6,743	1,767	2,140	11,485	2,250
Tazewell	51.7	.0212	31.8	10.2	17.5	19.7	24.7	17.5	281,665	79,986	13,196	27,635	11,464	78,861	12,991
Warren	23.8	.0098	34.6	9.1	16.3	20.8	28.6	8.9	105,625	35,527	8,763	8,078	3,783	17,718	3,920
☐ Washington	49.6	.0204	33.6	10.4	16.3	21.4	26.3	16.6	135,050	40,154	13,577	10,964	9,881	23,513	3,435
Waynesboro city	18.1	.0075	35.6	10.0	15.5	20.4	30.5	7.0	151,231	32,274	12,476	16,889	9,026	39,214	6,727
Waynesboro	18.1	.0075	35.6	10.0	15.5	20.4	30.5	7.0	151,231	32,274	12,476	16,889	9,026	39,214	6,727
Westmoreland	15.1	.0062	37.5	8.7	13.3	18.2	35.1	5.7	41,470	14,787	3,899	1,850	506	12,875	1,598
Winchester city	21.1	.0086	35.4	12.3	16.1	17.9	32.5	8.5	257,903	51,583	24,732	37,680	15,815	60,524	17,989
Winchester	21.1	.0086	35.4	12.3	16.1	17.9	32.5	8.4	257,903	51,583	24,732	37,680	15,815	60,524	17,989
Wise	47.2	.0194	31.0	11.3	17.5	18.3	24.6	15.5	197,241	71,402	11,092	15,721	4,393	37,756	7,365
Wythe	26.3	.0109	34.3	9.3	16.1	20.5	28.4	9.4	160,530	31,136	13,126	11,632	4,998	35,412	7,301
TOTAL METRO COUNTIES	**4,152.6**	**1.7074**	**31.3**	**12.5**	**19.6**	**21.4**	**21.4**	**1,486.5**	**28,018,940**	**5,176,103**	**2,566,120**	**3,476,312**	**1,743,442**	**7,129,919**	**970,524**
TOTAL STATE	**5,845.1**	**2.4033**	**31.7**	**12.2**	**18.5**	**20.9**	**23.1**	**2,065.4**	**35,450,337**	**7,013,370**	**3,136,438**	**4,189,977**	**2,073,884**	**8,821,567**	**1,296,923**

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$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTESVILLE	**1,554,448**	**24,591**	**23.1**	**27.2**	**16.8**	**15.5**	**.0542**
Albemarle	889,902	28,597	20.4	27.7	17.8	21.1	.0260
Charlottesville city	450,125	19,791	27.2	26.0	14.4	9.1	.0221
• Charlottesville	450,125	19,791	27.2	26.0	14.4	9.1	.0221
Fluvanna	116,901	21,981	26.3	26.8	16.9	11.3	.0033
Greene	97,520	28,033	17.3	29.7	22.6	13.6	.0028
SUBURBAN TOTAL	1,104,323	27,655	20.8	28.0	18.1	19.0	.0321
DANVILLE	**1,155,859**	**22,029**	**24.8**	**28.4**	**15.7**	**10.4**	**.0385**
Danville city	491,942	20,908	25.3	26.3	14.5	11.2	.0195
• Danville	491,942	20,908	25.3	26.3	14.5	11.2	.0195
Pittsylvania	663,917	22,800	24.5	30.1	16.7	9.7	.0190
SUBURBAN TOTAL	663,917	22,892	24.4	30.1	16.7	9.7	.0190
LYNCHBURG	**1,668,613**	**25,528**	**22.4**	**29.0**	**17.4**	**15.5**	**.0584**
Amherst	310,487	26,245	22.2	31.4	19.8	12.4	.0102
Campbell	515,725	27,086	20.7	30.0	19.9	15.5	.0152
Lynchburg city	842,401	24,259	23.6	27.3	15.0	16.6	.0330
• Lynchburg	842,401	24,259	23.6	27.3	15.0	16.6	.0330
SUBURBAN TOTAL	826,212	26,764	21.2	30.7	19.8	14.3	.0254
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**15,316,303**	**25,898**	**22.0**	**27.9**	**18.0**	**16.4**	**.5209**
Chesapeake city	1,523,232	29,068	18.6	29.5	21.2	17.3	.0490
Chesapeake	1,523,232	29,068	18.6	29.5	21.2	17.3	.0490
Gloucester	270,582	22,712	24.5	30.4	15.8	9.8	.0091
Hampton city	1,477,493	26,422	22.3	28.6	18.3	16.4	.0567
• Hampton	1,477,493	26,422	22.3	28.6	18.3	16.4	.0567
James City	342,340	29,736	19.9	25.9	18.7	22.7	.0103
Newport News city	1,734,232	23,216	24.6	28.7	16.9	11.7	.0607
• Newport News	1,734,232	23,216	24.6	28.7	16.9	11.7	.0607
Norfolk city	3,046,845	20,133	27.7	26.1	13.1	11.1	.1101
• Norfolk	3,046,845	20,133	27.7	26.1	13.1	11.1	.1101
Poquoson city	123,260	33,750	15.0	26.6	25.9	21.7	.0036
Poquoson	123,260	33,750	15.0	26.5	25.9	21.7	.0036
Portsmouth city	1,183,747	22,943	23.6	27.0	16.0	13.5	.0404
• Portsmouth	1,183,747	22,943	23.6	27.0	16.0	13.5	.0404
Suffolk city	535,687	24,152	22.0	26.7	17.6	14.4	.0205
• Suffolk	535,687	24,152	22.1	26.6	17.6	14.4	.0205
Virginia Beach city	4,415,659	32,246	17.4	28.2	21.7	23.1	.1362
• Virginia Beach	4,415,659	32,246	17.4	28.2	21.7	23.1	.1362
Williamsburg city	129,258	22,959	27.0	25.9	11.2	19.2	.0093
Williamsburg	129,258	22,959	27.0	25.9	11.2	19.2	.0093
York	533,968	34,441	16.2	27.3	22.1	27.1	.0150
SUBURBAN TOTAL	2,922,640	29,033	19.3	28.6	20.2	18.8	.0963
RICHMOND - PETERSBURG	**10,364,220**	**28,145**	**19.9**	**27.4**	**19.4**	**18.5**	**.3490**
Charles City	60,771	24,761	21.9	32.6	14.9	13.6	.0017
Chesterfield	2,336,856	36,654	13.0	26.9	26.1	27.1	.0723
Colonial Heights city	191,970	28,097	20.3	31.6	22.3	12.8	.0065
Colonial Heights	191,970	28,097	20.3	31.6	22.3	12.8	.0065
Dinwiddie	204,098	26,974	20.7	27.7	19.3	15.7	.0060

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Goochland	163,754	29,188	17.7	26.2	17.8	21.3	.0043
Hanover	764,734	35,328	15.4	22.9	23.8	26.9	.0241
Henrico	2,837,962	30,913	18.2	29.9	21.8	20.1	.0947
Hopewell city	295,182	28,017	19.5	27.6	19.0	17.7	.0095
Hopewell	295,182	28,017	19.5	27.6	19.0	17.7	.0095
New Kent	131,859	29,962	15.3	31.2	22.2	17.2	.0035
Petersburg city	383,329	18,089	28.1	26.5	11.2	7.8	.0166
• Petersburg	383,329	18,089	28.1	26.5	11.2	7.8	.0166
Powhatan	144,214	32,532	15.2	26.6	23.8	21.3	.0042
Prince George	249,587	27,015	23.1	31.0	20.1	15.0	.0081
Richmond city	2,599,904	20,882	25.5	26.2	13.3	12.5	.0975
• Richmond	2,599,904	20,882	25.5	26.2	13.3	12.5	.0975
SUBURBAN TOTAL	7,380,987	32,419	16.7	28.2	22.9	22.1	.2349
ROANOKE	**2,668,134**	**23,643**	**24.1**	**28.1**	**17.1**	**12.7**	**.0923**
Botetourt	254,490	23,497	25.1	30.0	16.7	10.2	.0077
Roanoke	957,648	31,417	17.6	29.5	23.1	19.7	.0286
Roanoke city	1,156,410	19,637	27.3	26.4	13.7	9.1	.0450
• Roanoke	1,156,410	19,637	27.3	26.4	13.7	9.1	.0450
Salem city	299,586	23,846	25.7	29.1	17.1	13.2	.0110
Salem	299,586	23,846	25.8	29.1	17.1	13.2	.0110
SUBURBAN TOTAL	1,511,724	28,253	20.9	29.5	20.5	16.4	.0473
OTHER COUNTIES							
Accomack	285,675	16,927	28.8	22.9	10.3	9.4	.0102
☐ Alexandria city	2,511,778	35,322	14.3	26.8	18.9	31.7	.0740
Alexandria	2,511,778	35,322	14.5	26.7	18.8	31.7	.0740
Alleghany	150,068	26,686	20.0	28.5	19.5	15.9	.0036
Amelia	68,685	20,429	28.3	31.3	13.0	6.8	.0024
Appomattox	122,149	22,589	24.1	31.5	15.6	9.1	.0039
☐ Arlington	3,612,500	37,619	14.3	24.6	17.3	36.2	.0988
• Arlington	3,612,500	37,619	14.4	24.5	17.3	36.2	.0988
Augusta	616,614	26,175	21.7	29.6	18.4	15.9	.0197
Bath	58,424	18,614	30.7	20.2	13.7	12.3	.0017
Bedford	394,775	25,134	22.6	31.6	17.9	12.5	.0103
Bedford city	59,767	19,294	26.8	26.2	12.6	9.6	.0035
Bedford	59,767	19,294	26.8	26.2	12.6	9.6	.0035
Bland	54,038	21,048	25.2	36.2	11.9	5.0	.0016
☐ Bristol city	186,433	19,436	24.0	27.4	12.8	8.5	.0091
• Bristol	186,433	19,436	24.0	27.4	12.8	8.5	.0091
Brunswick	118,025	16,974	32.4	24.3	11.2	6.3	.0040
Buchanan	353,746	23,446	22.3	31.0	16.0	10.3	.0115
Buckingham	91,058	17,600	29.6	26.9	10.2	6.7	.0029
Buena Vista city	61,957	22,479	26.3	35.9	15.9	6.0	.0022
Buena Vista	61,957	22,479	26.3	36.0	15.9	6.0	.0022
Caroline	178,003	22,203	28.1	27.9	15.9	10.8	.0055
Carroll	236,548	19,375	28.1	30.5	11.5	6.2	.0076
Charlotte	92,738	17,465	27.0	26.8	10.6	6.5	.0029
Clarke	141,791	26,651	20.2	29.7	16.6	18.6	.0039
Clifton Forge city	54,093	21,000	24.5	23.8	15.3	13.1	.0018

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SS EFFECTIVE BUYING INCOME
1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Clifton Forge	54,093	21,000	24.5	23.8	15.3	13.1	.0018
Covington city	70,643	18,959	29.7	29.1	13.5	4.9	.0041
Covington	70,643	18,959	29.7	29.1	13.5	4.9	.0041
Craig	42,769	24,367	25.2	31.0	20.2	7.9	.0012
Culpeper	233,077	21,484	24.6	28.8	14.3	10.3	.0079
Cumberland	65,100	17,593	29.1	26.2	9.4	7.8	.0022
Dickenson	175,840	20,500	25.1	31.3	13.2	6.7	.0059
Emporia city	47,317	18,092	32.4	25.4	10.9	7.2	.0029
Emporia	47,317	18,092	32.3	25.4	11.0	7.2	.0029
Essex	72,628	17,888	31.5	27.8	8.9	6.7	.0033
☐ Fairfax	13,873,600	48,324	9.2	18.9	19.6	47.9	.4012
☐ Fairfax city	398,557	46,063	10.1	20.7	18.8	45.6	.0252
Fairfax	398,557	46,063	10.1	20.7	18.8	45.6	.0252
☐ Falls Church city	224,852	41,469	12.3	22.1	19.8	40.8	.0107
Falls Church	224,852	41,469	12.3	22.1	19.7	40.8	.0107
Fauquier	531,272	29,199	20.1	26.2	18.8	21.1	.0160
Floyd	109,758	19,788	25.8	29.8	12.8	6.9	.0034
Franklin	364,113	22,917	25.7	31.8	15.5	9.7	.0109
Franklin city	74,670	20,709	24.6	25.4	10.8	15.3	.0030
Franklin	74,670	20,709	24.6	25.4	10.8	15.3	.0030
Frederick	405,836	27,604	20.8	29.7	21.7	14.5	.0128
Fredericksburg city	220,382	21,073	26.2	27.6	12.5	12.9	.0125
Fredericksburg	220,382	21,073	26.2	27.6	12.5	12.9	.0125
Galax city	74,578	17,137	35.7	25.9	9.8	5.3	.0035
Galax	74,578	17,137	35.7	25.9	9.8	5.3	.0035
Giles	173,404	22,081	26.8	31.3	14.1	9.9	.0060
Grayson	165,168	19,686	29.4	31.9	10.4	6.9	.0049
Greensville	73,490	17,963	28.5	27.4	10.7	6.9	.0022
Halifax	268,498	22,171	24.3	28.8	16.6	9.9	.0075
Harrisonburg city	262,648	18,584	29.3	24.9	12.5	9.2	.0145
Harrisonburg	262,648	18,584	29.3	24.9	12.5	9.2	.0145
Henry	606,823	24,463	23.6	33.6	16.7	10.4	.0194
Highland	23,924	17,069	25.5	26.7	10.5	5.4	.0007
Isle of Wight	246,619	24,842	21.4	30.4	18.1	11.6	.0074
King and Queen	51,218	16,491	28.9	26.6	10.6	5.0	.0015
King George	133,045	27,308	20.7	24.6	19.8	18.4	.0036
King William	100,588	22,890	24.5	30.5	16.0	10.3	.0033
Lancaster	122,039	20,866	25.5	24.6	14.1	13.0	.0043
Lee	209,115	16,283	30.3	25.1	9.9	5.2	.0067
Lexington city	73,716	20,857	26.1	21.8	12.4	17.7	.0032
Lexington	73,716	20,857	26.1	21.8	12.4	17.7	.0032
☐ Loudoun	1,009,268	36,083	13.7	25.0	23.0	28.9	.0303
Louisa	151,935	17,938	27.8	29.6	9.5	5.4	.0051
Lunenburg	110,353	19,787	28.0	26.2	12.9	10.4	.0036
Madison	97,991	20,761	26.6	32.4	12.7	7.2	.0033
☐ Manassas city	279,257	37,791	13.5	24.7	27.5	27.5	.0125
Manassas	279,257	37,791	13.5	24.7	27.5	27.5	.0125
☐ Manassas Park city	68,510	28,311	15.6	45.3	21.6	7.9	.0021
Manassas Park	68,510	28,311	15.6	45.3	21.6	7.9	.0021
Martinsville city	233,533	23,816	23.5	27.5	13.8	17.1	.0089
Martinsville	233,533	23,816	23.5	27.5	13.8	17.1	.0089
Mathews	109,952	23,194	22.6	27.0	16.3	13.4	.0031
Mecklenburg	276,867	20,057	25.5	28.4	12.9	8.8	.0098
Middlesex	90,800	19,659	27.6	25.1	12.1	11.9	.0028
Montgomery	729,802	22,830	25.1	26.2	14.3	15.3	.0250
Nelson	124,084	20,783	25.4	24.3	15.5	11.7	.0040
Northampton	130,347	17,839	27.1	23.8	11.2	9.1	.0045
Northumberland	116,931	20,732	28.1	26.5	13.2	12.0	.0035
Norton city	45,559	19,382	27.0	26.4	9.3	12.9	.0033
Norton	45,559	19,382	27.0	26.4	9.3	12.9	.0033
Nottoway	154,555	21,857	24.7	27.8	15.4	10.6	.0051
Orange	208,125	21,815	26.1	26.6	15.0	12.6	.0068
Page	203,094	20,966	28.3	28.8	14.2	9.2	.0068
Patrick	177,789	21,533	26.5	28.9	16.3	8.0	.0052
Prince Edward	128,680	18,000	28.2	27.9	10.0	7.0	.0057
☐ Prince William	2,321,162	40,231	11.3	23.6	26.7	33.1	.0741
Pulaski	373,744	23,421	25.3	31.7	16.4	9.9	.0118
Radford city	142,327	25,297	25.0	25.8	15.7	17.5	.0051
Radford	142,327	25,297	25.0	25.8	15.7	17.5	.0051
Rappahannock	71,922	22,000	24.2	27.1	14.4	12.0	.0018
Richmond	70,815	22,094	23.6	28.5	14.3	11.6	.0024
Rockbridge	150,509	20,381	27.4	29.6	13.5	7.8	.0063
Rockingham	510,118	21,734	26.0	32.6	13.3	8.6	.0154
Russell	284,163	19,342	27.2	28.7	12.8	6.9	.0092
☐ Scott	239,183	20,422	25.4	24.6	14.6	11.7	.0084
Shenandoah	312,581	21,627	27.4	30.0	14.2	9.9	.0102
Smyth	330,994	21,731	27.4	31.8	14.1	8.5	.0111
Southampton	138,777	20,816	21.3	27.5	14.8	9.3	.0048
South Boston city	75,303	21,576	24.8	30.7	12.9	10.3	.0040
South Boston	75,303	21,576	24.8	30.7	12.9	10.3	.0040
Spotsylvania	444,101	30,759	17.5	29.8	23.7	17.6	.0152
☐ Stafford	641,256	33,670	16.6	27.5	24.0	23.3	.0190
Staunton city	228,893	22,192	26.2	29.3	15.6	10.5	.0090
Staunton	228,893	22,192	26.2	29.2	15.6	10.5	.0090
Surry	49,935	19,132	27.7	28.8	12.0	7.0	.0016
Sussex	95,674	22,048	22.3	28.5	13.8	11.4	.0036
Tazewell	403,538	18,251	29.6	30.2	10.2	4.9	.0168
Warren	223,868	20,039	28.6	30.4	13.9	5.9	.0079
☐ Washington	440,783	19,655	28.0	28.4	12.9	7.8	.0142
Waynesboro city	227,427	24,994	23.6	31.0	16.7	14.3	.0083
Waynesboro	227,427	24,994	23.6	31.0	16.7	14.3	.0083
Westmoreland	133,866	17,559	29.7	24.7	10.6	7.7	.0042
Winchester city	265,527	21,809	27.0	25.5	13.9	14.6	.0114
Winchester	265,527	21,809	27.0	25.6	13.8	14.6	.0114
Wise	443,990	22,873	24.1	28.9	16.2	10.7	.0154
Wythe	230,907	18,974	31.3	30.4	10.6	6.2	.0093
TOTAL METRO COUNTIES	**58,534,716**	**30,727**	**18.5**	**25.7**	**18.8**	**24.2**	**1.8929**
TOTAL STATE	**74,970,524**	**27,757**	**20.5**	**26.6**	**17.6**	**20.4**	**2.4582**

The East Coast's Most Impressive Market
Hampton Roads

The overview is phenomenal. A temperate environment rich in culture, history, and recreation, Hampton Roads' wandering waterways and wide open spaces continue to attract upscale consumers, businesses, and industries in powerful proportions.

The Norfolk-Virginia Beach-Newport News MSA of Hampton Roads has made its presence known as the 28th largest Metropolitan Statistical Area in the country according to the U.S. Census Bureau. Over 1.2 million residents make this 1,800 square mile region of 12 vital communities one of the fastest-growing markets on the East coast, and the largest between Washington and Atlanta. Commerce and industry are experiencing remarkable growth here; port activities, retailing, agriculture, and tourism are all flourishing.

Add to this the largest military concentration in the world, with a payroll to match. The economic impact this immense consumer group has on Hampton Roads has helped make this prospering market one of the ten most stable areas in the nation.

When it comes to covering this impressive region, come to the source: The Virginian-Pilot and The Ledger-Star. Daily, we deliver award-winning news and advertising to 74% of the South Hampton Roads cities of Virginia Beach, Norfolk, Chesapeake, Portsmouth, and Suffolk. On Sundays, 82% of our primary market reads The Virginian-Pilot and The Ledger-Star. For more information on how to make your impression on the prosperous Hampton Roads market, call or write:

Dale Bowen
General Advertising Manager
(804) 446-2092

The Virginian-Pilot/THE LEDGER-STAR
150 W. Brambleton Avenue, Norfolk, Virginia 23510

Source: Simmons Scarborough 1985

WASHINGTON

WASH. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	**116.1**	**.0478**	**30.7**	**14.2**	**19.9**	**17.3**	**24.1**	**44.8**	**662,870**	**151,905**	**73,242**	**73,720**	**35,248**	**135,685**	**20,950**
Whatcom	116.1	.0478	30.7	14.2	19.9	17.3	24.1	44.8	662,870	151,905	73,242	73,720	35,248	135,685	20,950
• Bellingham	46.5	.0191	30.3	20.4	20.2	14.7	25.9	19.4	459,986	101,460	49,043	61,768	26,669	90,479	17,160
SUBURBAN TOTAL	69.6	.0287	31.0	10.1	19.7	19.0	23.0	25.4	202,884	50,445	24,199	11,952	8,579	45,206	3,790
BREMERTON	**170.9**	**.0702**	**31.2**	**11.9**	**19.3**	**19.8**	**22.9**	**63.5**	**736,829**	**169,409**	**79,374**	**66,877**	**37,606**	**161,528**	**40,678**
Kitsap	170.9	.0702	31.2	11.9	19.3	19.8	22.9	63.5	736,829	169,409	79,374	66,877	37,606	161,528	40,678
• Bremerton	36.2	.0149	29.4	20.7	18.9	13.7	25.8	14.7	392,693	63,610	41,889	59,178	24,773	106,097	23,593
SUBURBAN TOTAL	134.7	.0553	31.6	9.5	19.4	21.4	22.1	48.8	344,136	105,799	37,485	7,699	12,833	55,431	17,085
OLYMPIA	**146.7**	**.0603**	**31.6**	**10.4**	**19.3**	**20.2**	**23.2**	**57.3**	**822,898**	**203,116**	**80,794**	**119,452**	**40,772**	**157,475**	**26,695**
Thurston	146.7	.0603	31.6	10.4	19.3	20.2	23.2	57.3	822,898	203,116	80,794	119,452	40,772	157,475	26,695
• Olympia	30.8	.0127	33.3	11.1	19.4	18.9	27.8	13.7	454,214	77,939	38,829	75,373	28,892	124,864	9,755
SUBURBAN TOTAL	115.9	.0476	31.1	10.2	19.2	20.6	21.9	43.6	368,684	125,177	41,965	44,079	11,880	32,611	16,940
RICHLAND - KENNEWICK - PASCO	**142.5**	**.0586**	**29.8**	**11.0**	**20.2**	**19.8**	**19.6**	**51.2**	**814,894**	**193,450**	**68,339**	**109,021**	**30,802**	**165,378**	**38,627**
Benton	106.6	.0438	30.1	10.7	20.5	21.0	19.0	38.3	567,394	149,418	50,040	83,547	25,753	79,910	28,840
• Kennewick	37.1	.0153	28.5	13.4	23.8	18.4	16.1	14.0	338,268	77,673	25,081	61,617	13,863	45,394	16,774
• Richland	31.1	.0128	32.7	9.4	18.0	22.7	23.1	11.6	167,186	49,700	17,936	21,322	9,130	18,081	10,885
Franklin	35.9	.0148	28.7	11.6	19.1	16.6	21.5	12.9	247,500	44,032	18,299	25,474	5,049	85,468	9,787
• Pasco	18.7	.0077	29.0	13.8	18.2	14.3	24.7	7.3	211,928	30,255	14,722	23,000	4,777	80,383	8,679
SUBURBAN TOTAL	55.6	.0228	29.6	9.2	19.8	21.0	18.3	18.3	97,512	35,822	10,600	3,082	3,032	21,520	2,289
SEATTLE	**1,758.2**	**.7229**	**32.4**	**11.5**	**20.6**	**20.8**	**23.8**	**705.3**	**12,242,697**	**2,505,109**	**1,374,398**	**1,261,640**	**623,824**	**2,657,585**	**397,782**
King	1,371.4	.5639	32.7	11.7	20.9	20.7	24.4	558.9	10,092,623	2,031,917	1,169,806	994,164	514,643	2,174,399	338,294
• Auburn	30.4	.0125	31.0	13.7	19.0	18.9	23.6	12.4	341,781	57,384	18,224	1,657	13,688	182,560	10,889
Bellevue	81.6	.0336	33.3	12.2	17.3	25.9	21.2	32.3	1,086,650	141,225	90,405	92,978	63,666	291,238	30,240
• Seattle	492.8	.2026	34.0	13.5	22.9	16.4	31.2	229.0	3,936,144	721,031	548,080	379,074	198,362	755,117	116,420
Snohomish	386.8	.1590	31.3	10.5	19.9	21.1	21.5	146.4	2,150,074	473,192	204,592	267,476	109,181	483,186	59,488
• Everett	59.3	.0244	33.1	12.7	17.7	16.8	29.9	25.9	656,917	111,559	69,416	113,812	29,596	156,359	23,733
SUBURBAN TOTAL	1,175.7	.4834	31.6	10.5	19.8	22.9	20.4	438.0	7,307,855	1,615,135	738,678	767,097	382,178	1,563,449	246,740
SEATTLE - TACOMA CONSOLIDATED AREA	***2,295.5***	***.9438***	***32.0***	***12.0***	***20.0***	***20.4***	***23.6***	***908.9***	***15,161,677***	***3,100,359***	***1,666,053***	***1,589,716***	***749,218***	***3,376,051***	***482,328***
SPOKANE	**358.1**	**.1472**	**31.6**	**12.1**	**18.5**	**18.3**	**25.4**	**140.9**	**2,122,615**	**470,202**	**209,239**	**253,656**	**104,150**	**509,474**	**65,952**
Spokane	358.1	.1472	31.6	12.1	18.5	18.3	25.4	140.9	2,122,615	470,202	209,239	253,656	104,150	509,474	65,952
• Spokane	175.8	.0723	32.9	12.7	18.7	15.4	30.7	76.4	1,358,827	289,369	134,454	193,754	73,872	300,748	45,865
SUBURBAN TOTAL	182.3	.0749	30.4	11.4	18.2	21.1	20.5	64.5	763,788	180,833	74,785	59,902	30,278	208,726	20,087
TACOMA	**537.3**	**.2209**	**30.6**	**13.5**	**18.6**	**19.0**	**22.8**	**203.6**	**2,918,980**	**595,250**	**291,655**	**328,076**	**125,394**	**718,466**	**84,546**
Pierce	537.3	.2209	30.6	13.5	18.6	19.0	22.8	203.6	2,918,980	595,250	291,655	328,076	125,394	718,466	84,546
• Tacoma	163.0	.0670	32.2	12.2	18.3	16.4	28.5	69.0	1,399,203	206,274	136,790	247,771	66,366	383,562	36,459
SUBURBAN TOTAL	374.3	.1539	29.9	14.1	18.8	20.1	20.3	134.6	1,519,777	388,976	154,865	80,305	59,028	334,904	48,087
VANCOUVER	**212.1**	**.0872**	**30.8**	**9.8**	**19.6**	**20.1**	**21.6**	**79.4**	**856,247**	**212,099**	**95,714**	**155,703**	**32,602**	**163,796**	**31,080**
Clark	212.1	.0872	30.8	9.8	19.6	20.1	21.6	79.4	856,247	212,099	95,714	155,703	32,602	163,796	31,080
• Vancouver	44.0	.0181	33.6	13.3	17.8	15.9	31.6	20.5	282,902	52,619	35,753	24,712	12,889	96,658	8,355
SUBURBAN TOTAL	168.1	.0691	30.1	8.9	20.2	21.2	18.9	58.9	573,345	159,480	59,961	130,991	19,713	67,138	22,725
YAKIMA	**184.3**	**.0758**	**32.0**	**10.1**	**16.6**	**18.4**	**26.6**	**68.4**	**916,704**	**221,556**	**80,884**	**103,672**	**29,736**	**217,683**	**28,925**
Yakima	184.3	.0758	32.0	10.1	16.6	18.4	26.6	68.4	916,704	221,556	80,884	103,672	29,736	217,683	28,925
• Yakima	49.9	.0205	33.8	11.1	17.5	16.6	31.2	21.0	527,153	98,548	48,025	70,330	20,066	139,588	15,547
SUBURBAN TOTAL	134.4	.0553	31.3	9.7	16.3	19.1	24.8	47.4	389,551	123,008	32,859	33,342	9,670	78,095	13,378
OTHER COUNTIES															
Adams	13.9	.0058	30.0	9.2	16.7	18.7	22.9	5.1	60,739	17,148	6,115	2,467	2,060	9,575	2,847
Asotin	17.8	.0073	33.1	9.7	16.7	18.0	28.8	7.1	54,408	22,205	7,624	54	3,645	4,142	3,287
Chelan	49.2	.0202	35.3	9.6	16.5	18.9	31.5	20.4	310,380	66,508	27,403	27,765	15,168	77,218	13,097
Clallam	53.6	.0221	33.6	10.2	17.6	17.4	30.1	21.5	270,807	64,520	25,110	28,414	8,925	66,511	12,610
Columbia	4.0	.0016	39.2	5.5	14.8	18.5	37.1	1.6	12,735	4,545	1,806	728	337	924	502
Cowlitz	79.5	.0327	31.8	10.0	18.3	19.3	24.8	30.6	450,746	120,428	48,285	59,994	13,690	108,546	13,846
Douglas	24.3	.0100	32.3	9.1	18.1	21.0	24.2	9.5	106,549	39,752	11,637	5,250	2,349	11,150	4,890
Ferry	6.3	.0026	29.5	10.4	19.2	18.6	20.8	2.1	10,240	5,731	833		276	1,969	289

Washington State's 2nd Market!

CWNN
CENTRAL WASHINGTON NEWSPAPER NETWORK

	CWNN MARKET
Gross Household Income	$30,145
Food Sales	3,444
Auto Sales	3,062

CWNN Market Offers Per Household Sales Potential, Greater than Spokane and 2nd only to Seattle!

Tri-City Herald / Yakima Herald-Republic

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

WASH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Garfield	2.3	.0009	38.8	6.4	14.2	18.6	36.1	1.0	3,144	1,457	224		109	85	319
Grant	53.3	.0219	31.1	9.9	16.4	18.4	25.2	19.7	242,651	69,733	25,799	6,980	6,745	51,343	11,236
Grays Harbor	63.9	.0263	33.0	9.9	17.3	18.4	28.2	25.2	323,935	108,644	33,839	15,906	16,268	56,645	14,332
Island	50.8	.0209	31.3	12.7	18.4	18.2	25.0	19.1	173,508	50,534	21,787	6,312	11,586	38,389	5,629
Jefferson	18.5	.0076	36.8	7.3	17.7	18.1	34.2	7.7	70,829	22,664	7,338	2,147	1,933	5,400	906
Kittitas	24.8	.0102	30.2	19.7	17.2	16.5	25.2	9.8	146,608	38,638	21,361	12,679	3,375	26,570	1,582
Klickitat	16.7	.0069	32.3	8.7	18.3	18.5	26.6	6.3	47,102	14,055	4,108	575	873	11,970	1,687
Lewis	57.7	.0237	33.4	9.0	15.9	18.6	28.9	22.2	317,814	84,545	30,966	35,414	10,181	61,649	12,174
Lincoln	9.5	.0039	37.4	6.7	15.0	19.1	34.1	3.8	26,713	10,296	1,960	679	152	5,926	1,306
Mason	35.7	.0147	34.1	10.9	16.3	18.0	30.5	13.9	129,508	52,439	12,055	6,902	5,020	17,309	2,614
Okanogan	32.8	.0135	33.2	8.3	17.2	19.7	27.1	12.8	162,698	44,845	16,390	26,749	5,118	22,686	6,203
Pacific	17.3	.0071	37.9	8.0	15.1	16.7	36.7	7.4	61,164	20,153	8,678	4,357	1,009	4,267	2,471
Pend Oreille	9.2	.0038	33.3	7.1	16.2	19.9	27.3	3.3	37,102	21,003	2,157	369	195	5,232	1,935
San Juan	9.2	.0038	38.4	5.8	19.6	17.9	36.9	4.0	34,287	13,583	3,881	684	228	1,551	1,013
Skagit	69.2	.0284	33.9	9.3	17.6	18.7	29.4	27.6	491,401	127,472	50,506	15,047	16,359	146,032	19,716
Skamania	8.1	.0034	32.0	9.0	18.0	21.0	23.5	3.0	8,622	4,207	1,000	371		546	291
Stevens	31.5	.0130	30.8	7.9	18.5	19.8	22.3	10.9	90,202	28,148	8,510	2,602	3,199	18,166	2,353
Wahkiakum	3.5	.0015	33.8	7.4	16.4	18.0	30.1	1.4	6,186	3,646	702	223	83	168	
Walla Walla	48.1	.0197	33.0	13.4	17.1	17.6	29.0	17.8	242,305	52,553	20,239	24,792	10,816	61,533	11,997
Whitman	42.4	.0174	25.3	31.3	17.5	14.3	18.7	15.0	121,874	41,544	9,339	1,542	4,406	32,432	4,081
TOTAL METRO COUNTIES	**3,626.2**	**1.4909**	**31.7**	**11.7**	**19.6**	**19.9**	**23.6**	**1,414.4**	**22,094,734**	**4,722,096**	**2,353,639**	**2,471,817**	**1,060,134**	**4,887,070**	**735,235**
TOTAL STATE	**4,479.3**	**1.8418**	**31.8**	**11.6**	**19.2**	**19.6**	**24.3**	**1,744.2**	**26,108,991**	**5,873,092**	**2,763,291**	**2,760,819**	**1,204,239**	**5,735,004**	**888,448**

PUT SEATTLE TO THE TEST.

Our upscale readers are becoming popular guinea pigs for new product tests.

Seattle is a distinct "isolated" market with a diversified population that typifies the rest of the United States. Most important, The Seattle Times and Seattle Post-Intelligencer provide the penetration test marketers require, reaching 69% of adults daily and 78% on Sunday.

To put your product to the test for less, call your CWO&O representative. Save up to 30% with one of our frequency plans.

The Seattle Times and Seattle Post-Intelligencer

The Seattle Times: Publisher of The Seattle Times and representing the Seattle Post-Intelligencer.

WASH.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BELLINGHAM	**1,250,828**	**21,200**	**24.9**	**28.0**	**14.1**	**10.4**	**.0440**
Whatcom	1,250,828	21,200	24.9	28.0	14.1	10.4	.0440
• Bellingham	503,954	18,195	25.8	24.8	11.6	9.6	.0216
SUBURBAN TOTAL	746,874	23,612	24.1	30.6	15.9	11.1	.0224
BREMERTON	**2,017,441**	**25,829**	**22.5**	**30.3**	**18.1**	**13.6**	**.0628**
Kitsap	2,017,441	25,829	22.5	30.3	18.1	13.6	.0628
• Bremerton	415,937	20,136	27.1	28.1	13.4	8.9	.0179
SUBURBAN TOTAL	1,601,504	27,610	21.2	30.8	19.6	15.0	.0449
OLYMPIA	**1,791,196**	**25,222**	**23.0**	**27.6**	**18.1**	**14.5**	**.0588**
Thurston	1,791,196	25,222	23.0	27.6	18.1	14.5	.0588
• Olympia	408,123	21,778	24.0	25.2	13.5	15.0	.0186
SUBURBAN TOTAL	1,383,073	26,373	22.7	28.4	19.5	14.4	.0402
RICHLAND - KENNEWICK - PASCO	**1,927,891**	**32,613**	**16.3**	**25.5**	**22.2**	**23.6**	**.0606**
Benton	1,519,740	34,824	14.8	24.8	23.4	26.3	.0457
• Kennewick	513,352	31,977	16.6	26.5	22.7	21.7	.0185
• Richland	504,403	39,326	12.7	22.0	23.2	33.4	.0144
Franklin	408,151	26,054	20.8	27.3	18.9	15.3	.0149
• Pasco	203,035	22,874	21.7	27.7	17.5	10.6	.0093
SUBURBAN TOTAL	707,101	33,439	16.2	26.1	23.1	23.9	.0184
SEATTLE	**26,746,411**	**30,814**	**18.0**	**25.7**	**19.7**	**22.9**	**.8420**
King	21,555,436	31,023	17.9	25.1	19.3	23.9	.6794
• Auburn	410,204	27,951	19.3	29.4	19.5	16.9	.0163
Bellevue	1,509,218	37,856	15.7	23.1	19.3	34.6	.0541
• Seattle	7,624,555	24,033	22.5	25.0	15.4	17.5	.2484
Snohomish	5,190,975	30,182	18.1	28.6	21.0	19.2	.1626
• Everett	764,672	22,865	22.4	27.1	15.9	12.8	.0311
SUBURBAN TOTAL	17,946,980	34,241	15.3	26.0	22.1	26.5	.5462
SEATTLE - TACOMA CONSOLIDATED AREA	***32,388,027***	***28,403***	***19.7***	***26.4***	***18.6***	***19.9***	***1.0402***
SPOKANE	**3,750,030**	**20,526**	**25.6**	**28.3**	**14.1**	**8.7**	**.1355**
Spokane	3,750,030	20,526	25.6	28.3	14.1	8.7	.1355
• Spokane	1,848,804	17,998	27.2	26.5	11.5	7.0	.0731
SUBURBAN TOTAL	1,901,226	23,973	23.7	30.5	17.2	10.7	.0624
TACOMA	**5,641,616**	**21,486**	**25.4**	**28.9**	**14.8**	**9.5**	**.1982**
Pierce	5,641,616	21,486	25.4	28.9	14.8	9.5	.1982
• Tacoma	1,647,513	18,251	26.3	26.7	12.2	6.9	.0695
SUBURBAN TOTAL	3,994,103	23,213	25.0	29.9	16.2	10.8	.1287
VANCOUVER	**2,439,016**	**26,001**	**20.9**	**30.6**	**18.4**	**13.0**	**.0757**

The Spokane Test Market:

The Nation in a Nutshell

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Spokane Chronicle

$$ EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Clark	2,439,016	26,001	20.9	30.6	18.4	13.0	.0757
• Vancouver	523,796	18,658	26.5	25.5	11.8	9.6	.0182
SUBURBAN TOTAL	1,915,220	28,190	19.0	32.3	20.8	14.2	.0575
YAKIMA	**1,780,216**	**19,414**	**26.6**	**26.9**	**13.2**	**8.5**	**.0636**
Yakima	1,780,216	19,414	26.6	26.9	13.2	8.5	.0636
• Yakima	530,229	18,297	26.6	25.1	12.4	8.7	.0237
SUBURBAN TOTAL	1,249,987	19,882	26.5	27.8	13.6	8.4	.0399
OTHER COUNTIES							
Adams	162,499	26,010	20.9	30.9	17.8	14.3	.0052
Asotin	210,698	23,394	22.9	24.3	18.6	13.3	.0061
Chelan	555,023	20,298	26.9	26.6	14.0	10.1	.0197
Clallam	553,643	20,216	27.9	29.4	13.0	8.0	.0192
Columbia	43,396	21,486	24.6	29.5	14.8	9.1	.0014
Cowlitz	923,868	25,652	19.7	29.4	19.3	12.3	.0311
Douglas	275,260	23,479	24.8	27.9	18.2	11.0	.0088
Ferry	55,778	21,604	23.0	31.2	13.6	8.9	.0016
Garfield	28,935	23,083	25.6	29.7	15.7	11.9	.0008
Grant	532,383	21,721	25.4	29.1	14.8	10.2	.0181
Grays Harbor	789,403	25,254	20.9	26.6	17.8	15.3	.0251
Island	611,776	23,448	27.1	29.3	14.5	14.3	.0180
Jefferson	202,988	19,441	28.0	27.3	12.7	8.7	.0064
Kittitas	212,232	15,120	28.3	23.5	9.2	5.2	.0086
Klickitat	161,507	20,511	27.3	29.8	13.9	7.4	.0050
Lewis	613,608	21,283	24.7	27.1	15.2	10.7	.0215
Lincoln	129,507	26,274	22.1	30.7	17.8	15.8	.0035
Mason	391,884	21,997	26.2	29.2	14.4	11.1	.0121
Okanogan	253,763	14,960	28.9	25.6	7.5	4.0	.0102
Pacific	181,359	17,889	27.6	24.8	12.4	7.7	.0058
Pend Oreille	68,776	15,793	27.1	26.8	10.1	4.4	.0026
San Juan	119,192	21,850	25.3	28.7	13.0	12.9	.0034
Skagit	791,280	22,286	24.2	28.4	14.6	11.7	.0289
Skamania	60,724	17,038	33.5	30.3	5.8	2.7	.0019
Stevens	292,740	21,141	25.4	28.0	15.3	9.4	.0093
Wahkiakum	36,954	21,355	20.3	33.0	11.8	8.1	.0010
Walla Walla	530,169	22,255	24.0	26.9	15.8	12.4	.0178
Whitman	468,284	21,278	26.8	25.3	14.0	13.6	.0138
TOTAL METRO COUNTIES	**47,344,645**	**26,584**	**21.0**	**27.1**	**17.8**	**17.2**	**1.5412**
TOTAL STATE	**56,602,274**	**25,535**	**21.7**	**27.3**	**17.2**	**16.0**	**1.8481**

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What kinds of stores are "Furniture/Furnish./Appliance"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

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(See page B-26)

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WEST VIRGINIA

W.VA. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	**269.6**	**.1109**	**33.5**	**10.1**	**17.8**	**19.6**	**27.8**	**106.0**	**1,699,144**	**350,106**	**121,331**	**196,010**	**62,623**	**497,995**	**61,814**
Kanawha	225.7	.0928	33.9	10.3	17.7	19.1	28.9	90.2	1,532,684	315,615	110,562	188,830	59,986	438,774	58,141
• Charleston	58.7	.0241	37.2	9.8	17.0	17.4	35.3	26.0	794,321	120,006	66,743	140,481	26,918	224,911	24,054
Putnam	43.9	.0181	31.9	9.2	18.9	21.9	22.2	15.8	166,460	34,491	10,769	7,180	2,637	59,221	3,673
SUBURBAN TOTAL	210.9	.0868	32.7	10.1	18.1	20.1	25.8	80.0	904,823	230,100	54,588	55,529	35,705	273,084	37,760
HUNTINGTON - ASHLAND	**338.1**	**.1390**	**33.0**	**10.6**	**16.3**	**19.7**	**27.0**	**125.2**	**1,844,282**	**373,491**	**154,548**	**354,581**	**79,026**	**372,610**	**66,172**
Cabell	105.7	.0435	34.0	12.1	16.1	18.5	29.9	42.1	1,006,701	156,014	88,700	236,455	42,067	219,924	26,569
• Huntington	60.8	.0250	36.4	13.6	14.7	16.3	35.3	25.9	673,514	123,412	71,552	79,045	34,273	168,061	22,358
Wayne	46.8	.0192	32.3	10.0	16.2	20.5	25.2	16.8	139,318	30,988	9,464	28,174	3,148	26,591	1,778
Boyd, Ky.	*54.9*	*.0226*	*33.8*	*10.0*	*16.7*	*20.3*	*27.8*	*20.5*	*353,414*	*77,290*	*31,274*	*62,439*	*11,711*	*67,187*	*18,314*
• Ashland	*26.3*	*.0108*	*37.9*	*9.7*	*14.2*	*18.8*	*34.9*	*10.7*	*283,189*	*49,402*	*27,546*	*60,039*	*10,589*	*59,840*	*17,318*
Carter, Ky.	*26.4*	*.0108*	*30.7*	*11.1*	*16.1*	*19.1*	*23.9*	*8.9*	*87,555*	*26,159*	*5,743*	*8,504*	*8,196*	*13,689*	*3,720*
Greenup, Ky.	*40.0*	*.0164*	*31.8*	*9.5*	*16.8*	*21.6*	*23.0*	*13.5*	*84,499*	*31,892*	*5,306*	*4,331*	*3,378*	*17,387*	*2,920*
Lawrence, Ohio	*64.3*	*.0265*	*32.6*	*9.5*	*16.0*	*19.9*	*26.3*	*23.4*	*172,785*	*51,148*	*14,053*	*14,678*	*10,526*	*27,832*	*12,871*
SUBURBAN TOTAL	251.0	.1032	31.9	9.9	16.8	20.7	24.1	88.6	887,579	200,677	55,450	215,497	34,164	144,709	26,496
PARKERSBURG - MARIETTA	**158.8**	**.0653**	**32.9**	**10.4**	**16.6**	**20.0**	**26.5**	**59.6**	**941,732**	**173,861**	**80,417**	**144,344**	**40,444**	**234,067**	**43,563**
Wood	92.9	.0382	33.3	9.9	16.6	20.2	27.1	35.8	604,685	104,113	47,919	108,456	26,004	162,271	18,097
• Parkersburg	39.3	.0162	36.1	10.0	15.3	17.4	34.0	16.7	415,418	82,567	34,021	58,711	13,797	130,260	15,184
Washington, Ohio	*65.9*	*.0271*	*32.3*	*11.1*	*16.4*	*19.7*	*25.8*	*23.8*	*337,047*	*69,748*	*32,498*	*35,888*	*14,440*	*71,796*	*25,466*
• Marietta	*16.8*	*.0069*	*32.8*	*16.1*	*15.7*	*15.8*	*30.7*	*6.6*	*200,744*	*37,977*	*24,271*	*30,821*	*8,998*	*30,214*	*20,354*
SUBURBAN TOTAL	102.7	.0422	31.9	9.6	17.2	21.6	23.0	36.3	325,570	53,317	22,125	54,812	17,649	73,593	8,025
STEUBENVILLE - WEIRTON	**155.3**	**.0637**	**34.0**	**10.6**	**16.0**	**18.7**	**29.7**	**57.7**	**718,819**	**192,613**	**63,439**	**88,689**	**28,747**	**143,475**	**32,294**
Brooke	29.5	.0121	33.0	12.1	16.1	18.9	27.8	10.7	115,562	32,809	15,072	8,616	6,349	18,501	6,151
Hancock	39.3	.0161	33.6	10.2	16.4	19.1	28.6	14.9	194,801	64,950	20,023	19,537	4,930	31,495	10,330
• Weirton	23.6	.0097	36.4	10.5	15.3	18.7	33.1	9.4	184,257	51,250	19,727	21,115	5,104	35,608	9,622
Jefferson, Ohio	*86.5*	*.0355*	*34.6*	*10.2*	*15.5*	*18.5*	*31.0*	*32.1*	*408,456*	*94,854*	*28,344*	*60,536*	*17,468*	*93,479*	*15,813*
• Steubenville	*23.9*	*.0098*	*38.8*	*11.3*	*14.2*	*16.0*	*38.1*	*9.5*	*227,459*	*35,725*	*16,295*	*47,166*	*12,641*	*47,113*	*11,772*
SUBURBAN TOTAL	107.8	.0442	32.9	10.5	16.4	19.3	27.1	38.8	307,103	105,638	27,417	20,408	11,002	60,754	10,900
WHEELING	**179.7**	**.0739**	**34.3**	**10.6**	**16.3**	**17.5**	**31.4**	**69.5**	**1,028,396**	**220,076**	**80,687**	**194,284**	**51,010**	**201,879**	**37,125**
Marshall	40.5	.0167	32.9	9.5	17.8	18.7	27.6	15.0	151,527	46,322	9,402	24,578	5,162	30,797	6,259
Ohio	58.7	.0241	35.1	12.6	15.4	16.8	33.4	23.3	360,157	63,115	35,019	25,885	28,514	96,123	12,432
• Wheeling	40.8	.0168	37.9	11.3	14.7	16.2	37.1	17.1	311,025	59,467	29,101	25,570	27,517	81,499	11,613
Belmont, Ohio	*80.5*	*.0331*	*34.6*	*9.7*	*16.2*	*17.5*	*31.9*	*31.2*	*516,712*	*110,639*	*36,266*	*143,821*	*17,334*	*74,959*	*18,434*
SUBURBAN TOTAL	138.9	.0571	33.6	10.4	16.8	17.9	29.7	52.4	717,371	160,609	51,586	168,714	23,493	120,380	25,512
OTHER COUNTIES															
Barbour	16.7	.0068	32.6	11.6	15.5	17.1	29.2	6.1	46,288	12,871	3,383	1,828	1,771	11,886	1,737
Berkeley	51.7	.0213	32.8	9.6	17.2	19.5	26.7	19.6	268,319	77,838	16,925	24,282	4,841	54,107	10,483
Boone	31.1	.0128	30.2	10.3	18.1	17.8	23.5	10.9	129,713	38,041	7,300	17,713	4,845	22,354	7,137
Braxton	14.4	.0059	34.5	8.9	15.8	17.5	31.6	5.5	95,027	20,654	4,335	10,660	1,306	22,952	3,070
Calhoun	8.8	.0036	33.4	9.3	16.5	17.0	30.3	3.3	22,689	8,035	453	1,726	705	4,811	1,871
Clay	11.5	.0047	30.5	9.4	16.1	17.3	25.4	4.1	24,767	10,031	683	1,984	1,254	3,179	924
Doddridge	8.0	.0033	33.5	9.0	15.0	17.5	30.3	2.8	10,073	3,568	596	158	481	1,230	480
Fayette	57.8	.0238	32.3	10.9	15.8	16.0	29.8	21.2	245,064	45,225	12,582	25,942	14,034	83,252	13,649
Gilmer	8.2	.0034	31.2	15.9	14.9	16.1	28.1	3.0	20,419	6,646	1,680	895	336	5,804	1,277
Grant	10.2	.0042	32.9	8.7	17.1	19.5	26.9	3.6	32,460	9,798	1,270	1,152	504	11,346	773
Greenbrier	37.6	.0154	34.2	9.6	15.9	18.6	30.1	14.3	225,532	67,781	12,765	21,812	2,489	64,973	11,203
Hampshire	16.2	.0067	33.0	8.8	16.3	18.7	28.1	5.8	51,639	14,585	2,421	1,720	1,260	12,979	1,585
Hardy	10.0	.0042	34.5	9.4	15.9	18.8	30.4	3.6	49,062	14,372	2,678	5,163	560	5,030	1,971
Harrison	76.6	.0314	34.9	9.7	15.4	18.0	31.8	29.5	405,285	91,500	29,184	65,446	12,509	98,995	18,242
Jackson	27.0	.0112	33.1	9.9	15.3	22.7	24.4	9.5	88,940	33,314	7,910	7,511	2,615	8,120	3,118
Jefferson	34.3	.0141	31.3	11.9	17.7	19.0	24.4	12.1	99,015	30,436	18,394	3,743	4,173	10,860	2,943
Lewis	18.7	.0076	35.3	8.8	15.6	18.1	32.3	7.1	86,870	19,634	7,075	8,197	5,844	25,714	2,761
Lincoln	23.5	.0097	30.7	10.0	16.3	18.7	24.3	7.8	33,447	10,321	2,105	2,906	1,717	5,762	1,272
Logan	50.2	.0206	29.9	10.5	17.9	16.9	23.9	17.5	233,323	46,540	13,784	37,248	11,801	58,694	11,971
McDowell	46.7	.0192	29.6	10.5	16.2	15.8	25.4	16.0	121,134	39,855	6,007	8,016	6,929	30,457	4,992
Marion	64.1	.0264	34.5	10.8	15.7	17.6	31.6	25.1	406,811	95,935	20,123	79,540	24,082	87,239	14,943

S&MM'S FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

W.VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Mason	26.4	.0108	32.9	10.0	16.1	20.4	26.2	9.9	91,385	29,063	6,189	6,956	1,564	8,849	6,410
Mercer	72.2	.0297	32.9	10.8	16.7	17.4	29.1	27.5	537,667	93,085	33,144	111,270	27,451	148,626	18,682
☐ Mineral	27.7	.0114	33.1	9.5	16.2	19.6	27.3	10.2	63,903	14,571	6,159	6,244	2,655	15,138	3,294
Mingo	38.0	.0156	28.6	11.0	17.3	16.8	22.2	12.8	183,050	29,053	6,415	17,524	13,861	53,179	8,091
Monongalia	74.5	.0306	28.6	22.2	19.1	15.7	22.2	28.8	380,359	82,536	25,691	56,025	24,682	75,019	13,877
Monroe	13.2	.0055	34.7	8.3	15.4	18.7	30.7	4.7	14,031	3,125	347	941	342	2,821	1,695
Morgan	11.3	.0046	34.6	9.2	15.5	19.4	30.1	4.4	27,113	7,491	1,418	2,977	497	5,645	904
Nicholas	29.1	.0120	31.1	9.7	17.3	18.3	25.0	10.4	118,127	30,969	5,196	19,662	2,926	25,736	4,230
Pendleton	8.0	.0033	34.4	9.8	16.2	17.9	31.2	3.0	18,556	6,797	753	766	349	5,909	418
Pleasants	8.2	.0034	31.3	11.3	16.9	18.0	25.8	2.9	21,217	5,550	1,303	1,106	158	7,476	1,131
Pocahontas	10.1	.0041	35.5	9.1	15.0	18.3	32.5	3.8	50,334	11,130	6,926	2,416	922	17,492	2,175
Preston	31.6	.0130	32.2	9.8	16.5	18.0	27.4	11.3	118,004	28,729	4,321	6,850	1,869	52,873	1,979
Raleigh	87.1	.0358	32.2	9.3	17.8	17.6	27.4	32.4	499,805	100,214	31,712	98,148	24,037	117,833	17,790
Randolph	29.5	.0121	32.6	11.9	16.5	17.9	28.2	10.5	148,943	33,668	11,008	14,801	5,198	41,342	5,523
Ritchie	11.8	.0049	34.7	9.2	15.4	17.3	32.1	4.5	36,593	12,930	2,056	1,420	938	12,982	1,039
Roane	15.9	.0065	34.1	9.2	16.1	18.9	29.7	5.5	83,807	23,517	2,331	7,557	392	27,448	3,097
Summers	15.7	.0065	33.4	9.8	18.3	17.5	29.6	5.4	44,523	14,465	1,595	6,777	1,411	6,718	1,292
Taylor	16.7	.0068	33.6	9.0	16.3	17.9	29.7	6.2	44,427	11,002	3,453	4,053	1,630	9,580	3,179
Tucker	8.6	.0036	34.4	8.8	15.9	18.6	30.4	3.4	44,361	10,870	4,052	2,822	373	6,788	2,504
Tyler	11.1	.0045	33.3	8.8	15.4	19.3	28.1	4.1	21,390	5,296	1,218	824	593	6,129	1,181
Upshur	23.9	.0099	31.2	13.6	16.3	17.8	25.9	8.9	111,172	25,915	9,010	11,299	1,617	32,584	4,244
Webster	12.4	.0051	31.5	9.2	16.4	16.9	27.4	4.4	37,316	10,927	826	2,150	330	7,083	1,179
Wetzel	21.6	.0089	33.0	9.2	16.0	19.6	27.1	7.9	120,702	33,899	9,057	11,738	4,481	28,059	5,596
Wirt	5.1	.0021	33.7	9.8	14.2	20.5	27.7	1.8	7,470	1,606	672	207		1,341	
Wyoming	35.7	.0146	28.6	11.0	18.4	17.9	20.3	12.0	124,622	36,915	3,046	12,335	4,214	36,734	3,921
TOTAL METRO COUNTIES	**710.7**	**.2922**	**33.5**	**10.6**	**16.9**	**19.2**	**28.3**	**274.8**	**4,335,798**	**862,988**	**353,097**	**653,955**	**181,452**	**1,098,835**	**146,724**
TOTAL STATE	**1,951.7**	**.8024**	**32.6**	**10.8**	**16.8**	**18.3**	**27.7**	**729.7**	**9,916,649**	**2,208,670**	**696,489**	**1,382,221**	**405,346**	**2,467,025**	**373,263**

W.VA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLESTON	**3,062,052**	**22,821**	**23.2**	**29.6**	**16.1**	**10.4**	**.1081**
Kanawha	2,627,323	22,676	23.4	29.0	15.8	10.9	.0937
• Charleston	790,062	20,535	24.0	23.7	13.2	14.1	.0342
Putnam	434,729	23,549	22.0	33.3	17.5	7.4	.0144
SUBURBAN TOTAL	2,271,990	23,457	23.0	31.5	17.0	9.2	.0739
HUNTINGTON - ASHLAND	**3,159,903**	**18,841**	**25.3**	**27.1**	**13.2**	**7.2**	**.1180**
Cabell	1,023,394	17,410	27.4	25.5	11.6	6.9	.0463
• Huntington	597,047	15,372	28.3	22.9	9.5	6.5	.0287
Wayne	414,350	18,783	25.5	26.9	13.8	6.5	.0136
Boyd, Ky.	*540,683*	*19,847*	*23.5*	*27.2*	*15.1*	*7.3*	*.0206*
• *Ashland*	*277,836*	*17,886*	*24.3*	*24.3*	*13.3*	*8.1*	*.0126*
Carter, Ky.	*187,366*	*14,610*	*27.5*	*24.3*	*8.6*	*4.5*	*.0070*
Greenup, Ky.	*334,787*	*19,888*	*25.3*	*32.5*	*11.8*	*3.5*	*.0107*
Lawrence, Ohio	*659,323*	*22,302*	*22.3*	*28.2*	*16.4*	*10.0*	*.0198*
SUBURBAN TOTAL	2,285,020	20,075	24.7	28.6	14.2	7.3	.0767
PARKERSBURG - MARIETTA	**1,631,542**	**21,584**	**25.1**	**30.8**	**15.1**	**7.8**	**.0595**
Wood	967,204	21,375	25.0	30.4	14.6	8.1	.0361
• Parkersburg	403,806	18,062	27.2	27.6	11.0	6.7	.0184
Washington, Ohio	*664,338*	*21,861*	*25.3*	*31.4*	*15.8*	*7.5*	*.0234*
• *Marietta*	*170,029*	*18,264*	*28.6*	*26.9*	*11.4*	*7.1*	*.0083*
SUBURBAN TOTAL	1,057,707	23,790	23.4	33.0	17.6	8.5	.0328
STEUBENVILLE - WEIRTON	**1,584,095**	**22,717**	**22.3**	**30.8**	**17.0**	**7.7**	**.0539**
Brooke	272,857	22,059	24.0	35.2	14.1	5.1	.0094
Hancock	406,998	23,039	21.9	31.7	17.4	7.5	.0139
• Weirton	270,165	24,473	20.7	30.7	18.9	9.2	.0102
Jefferson, Ohio	*904,240*	*22,809*	*22.0*	*29.0*	*17.7*	*8.7*	*.0306*
• *Steubenville*	*261,203*	*19,355*	*22.4*	*23.6*	*15.3*	*9.9*	*.0110*
SUBURBAN TOTAL	1,052,727	23,030	22.7	32.6	16.9	6.8	.0327
WHEELING	**1,862,873**	**21,176**	**23.8**	**29.5**	**15.5**	**7.5**	**.0669**
Marshall	413,042	22,947	22.2	31.6	17.3	7.3	.0133
Ohio	607,774	18,836	25.5	26.7	13.1	7.7	.0223
• Wheeling	427,363	17,387	25.8	24.5	12.1	7.6	.0169
Belmont, Ohio	*842,057*	*22,066*	*23.1*	*30.5*	*16.5*	*7.5*	*.0313*
SUBURBAN TOTAL	1,435,510	22,373	23.1	31.1	16.6	7.5	.0500
OTHER COUNTIES							
Barbour	124,392	15,318	31.1	25.1	8.7	3.2	.0045
Berkeley	499,507	19,463	26.1	28.6	13.6	6.5	.0180
Boone	264,946	20,136	24.3	32.5	12.3	5.5	.0097
Braxton	109,581	14,444	29.0	23.8	8.1	3.6	.0049
Calhoun	64,716	13,910	31.0	22.9	7.5	3.2	.0023
Clay	80,063	14,651	28.9	24.3	7.4	3.0	.0028
Doddridge	50,177	13,447	33.7	20.0	6.9	2.8	.0016
Fayette	445,669	15,450	31.8	25.1	9.5	3.5	.0173
Gilmer	57,961	13,366	31.1	23.8	4.1	3.4	.0021
Grant	82,295	17,029	29.5	25.2	11.0	5.5	.0028
Greenbrier	318,850	16,098	30.6	26.1	8.7	5.2	.0130
Hampshire	121,926	15,600	32.1	24.9	8.6	4.2	.0045
Hardy	74,764	15,949	31.4	26.9	8.7	2.6	.0031
Harrison	691,656	17,364	28.4	27.1	10.5	5.7	.0262
Jackson	223,928	19,751	22.4	31.3	13.1	5.0	.0078
Jefferson	339,318	21,428	27.7	30.1	14.7	8.8	.0105
Lewis	168,025	17,285	27.2	26.8	11.7	5.2	.0062
Lincoln	158,731	15,696	26.5	27.6	9.2	3.3	.0052
Logan	460,525	19,870	27.2	28.0	13.8	7.9	.0166
McDowell	337,723	15,517	30.6	25.4	9.4	4.0	.0120
Marion	609,244	18,622	28.0	27.7	13.1	5.7	.0237
Mason	207,483	16,473	29.4	27.5	8.8	3.9	.0076
Mercer	639,423	17,095	29.0	26.9	10.1	5.6	.0275
☐ Mineral	232,517	18,213	28.2	29.4	10.7	4.7	.0075
Mingo	258,888	14,476	27.4	24.4	8.6	3.7	.0112
Monongalia	757,859	17,803	27.2	23.8	12.4	8.9	.0266
Monroe	107,775	17,381	31.5	26.7	11.6	4.0	.0031
Morgan	98,497	16,042	28.6	27.7	8.5	4.0	.0033
Nicholas	270,091	19,679	26.9	27.5	14.5	7.3	.0093
Pendleton	54,299	13,590	36.1	22.8	5.9	1.4	.0019
Pleasants	65,501	18,227	26.0	31.2	10.4	3.8	.0022
Pocahontas	68,194	13,379	32.4	21.1	6.2	2.5	.0029
Preston	255,059	16,639	28.4	27.5	9.2	4.7	.0093
Raleigh	835,418	19,650	27.4	29.1	13.1	7.0	.0313
Randolph	245,191	16,797	30.1	26.6	9.2	5.2	.0095
Ritchie	81,486	13,379	32.7	21.3	6.9	2.2	.0032
Roane	119,085	15,887	30.1	26.8	8.6	4.0	.0050
Summers	119,002	14,744	28.9	24.1	8.8	5.3	.0042
Taylor	151,628	18,790	27.8	27.5	12.5	6.9	.0048
Tucker	65,510	14,308	31.5	24.6	7.4	2.4	.0027
Tyler	120,895	23,657	23.1	25.3	21.1	10.2	.0033
Upshur	208,088	17,749	27.8	28.6	10.9	4.7	.0078
Webster	88,796	14,830	30.4	25.2	7.7	3.8	.0032
Wetzel	171,568	17,614	23.6	31.1	10.8	3.1	.0071
Wirt	38,119	16,700	26.2	31.8	8.4	3.1	.0013
Wyoming	304,307	21,089	23.5	31.2	15.0	6.0	.0106
TOTAL METRO COUNTIES	**7,400,188**	**20,962**	**24.6**	**29.1**	**14.7**	**8.3**	**.2705**
TOTAL STATE	**18,016,347**	**18,615**	**26.9**	**27.8**	**12.4**	**6.5**	**.6642**

WISCONSIN

WISC. S&MM ESTIMATES — POPULATION—12/31/86 — RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
APPLETON - OSHKOSH - NEENAH	**306.8**	**.1263**	**30.7**	**12.6**	**17.4**	**18.5**	**24.1**	**112.0**	**1,599,889**	**286,569**	**158,541**	**237,968**	**86,734**	**347,012**	**34,023**
Calumet	34.4	.0142	29.7	10.9	16.6	18.5	22.8	11.6	113,416	23,231	11,625	20,604	3,163	29,143	3,488
Outagamie	135.4	.0557	30.0	11.9	17.5	18.5	22.8	48.3	769,241	130,036	67,346	140,407	52,567	186,430	11,475
• Appleton	63.7	.0262	31.1	12.6	18.2	18.2	24.7	24.5	379,245	77,992	35,528	83,186	37,217	50,817	7,280
Winnebago	137.0	.0564	31.7	13.7	17.4	18.5	25.7	52.1	717,232	133,302	79,570	76,957	31,004	131,439	19,060
• Neenah	23.1	.0095	31.6	11.0	17.3	19.4	24.7	8.9	130,436	30,093	11,269	4,544	4,622	27,095	7,208
• Oshkosh	51.4	.0211	31.3	18.6	16.9	15.6	28.1	20.3	404,936	65,502	45,968	57,422	15,332	64,582	9,048
SUBURBAN TOTAL	168.6	.0695	30.3	11.0	17.0	19.4	22.6	58.3	685,272	112,982	65,776	92,816	29,563	204,518	10,487
EAU CLAIRE	**138.7**	**.0570**	**30.3**	**14.7**	**17.0**	**16.7**	**25.3**	**49.9**	**851,958**	**128,995**	**77,192**	**107,898**	**38,467**	**238,701**	**16,905**
Chippewa	53.9	.0221	31.6	9.9	16.3	17.5	26.9	18.7	262,537	36,809	18,596	13,226	5,972	92,777	5,767
Eau Claire	84.8	.0349	29.6	17.8	17.2	16.3	24.4	31.2	589,421	92,186	58,596	94,672	32,495	145,924	11,138
• Eau Claire	54.7	.0225	28.7	22.6	17.3	14.1	25.0	20.6	533,732	82,702	50,466	92,934	28,579	121,550	10,590
SUBURBAN TOTAL	84.0	.0345	31.4	9.6	16.5	18.5	25.6	29.3	318,226	46,293	26,726	14,964	9,888	117,151	6,315
GREEN BAY	**186.2**	**.0765**	**29.7**	**12.5**	**18.5**	**18.4**	**21.8**	**68.7**	**1,120,176**	**155,019**	**122,149**	**233,975**	**65,249**	**244,378**	**17,480**
Brown	186.2	.0765	29.7	12.5	18.5	18.4	21.8	68.7	1,120,176	155,019	122,149	233,975	65,249	244,378	17,480
• Green Bay	92.4	.0380	30.8	13.3	19.0	16.5	25.6	37.7	675,068	79,559	78,825	144,839	45,886	117,952	13,242
SUBURBAN TOTAL	93.8	.0385	28.6	11.7	17.9	20.4	18.2	31.0	445,108	75,460	43,324	89,136	19,363	126,426	4,238
JANESVILLE - BELOIT	**139.5**	**.0574**	**31.4**	**11.3**	**16.7**	**19.6**	**24.5**	**51.7**	**810,305**	**165,482**	**81,347**	**138,166**	**30,692**	**147,357**	**25,831**
Rock	139.5	.0574	31.4	11.3	16.7	19.6	24.5	51.7	810,305	165,482	81,347	138,166	30,692	147,357	25,831
• Beloit	34.1	.0140	30.9	12.8	16.8	17.1	25.9	13.1	284,853	62,574	27,190	45,902	9,142	54,352	10,357
• Janesville	51.9	.0213	30.8	11.7	17.8	19.7	22.8	19.9	431,068	82,341	42,178	91,192	19,075	80,074	11,785
SUBURBAN TOTAL	53.5	.0221	32.5	9.9	15.9	21.0	25.1	18.7	94,384	20,567	11,979	1,072	2,475	12,931	3,689
KENOSHA	**121.5**	**.0500**	**31.9**	**11.5**	**16.8**	**19.3**	**25.5**	**43.9**	**612,056**	**155,474**	**73,318**	**78,391**	**24,000**	**95,336**	**20,713**
Kenosha	121.5	.0500	31.9	11.5	16.8	19.3	25.5	43.9	612,056	155,474	73,318	78,391	24,000	95,336	20,713
• Kenosha	75.6	.0311	31.7	12.4	17.1	17.8	26.5	28.0	457,702	116,152	54,352	68,160	21,507	74,598	18,108
SUBURBAN TOTAL	45.9	.0189	32.3	10.0	16.3	21.9	23.7	15.9	154,354	39,322	18,966	10,231	2,493	20,738	2,605
LA CROSSE	**95.2**	**.0392**	**30.2**	**17.2**	**17.4**	**16.5**	**25.2**	**35.3**	**614,194**	**104,906**	**65,700**	**100,653**	**39,461**	**135,468**	**16,657**
La Crosse	95.2	.0392	30.2	17.2	17.4	16.5	25.2	35.3	614,194	104,906	65,700	100,653	39,461	135,468	16,657
• La Crosse	49.0	.0201	30.5	23.8	14.6	13.5	29.9	19.4	505,764	69,192	54,324	91,845	37,937	106,679	12,505
SUBURBAN TOTAL	46.2	.0191	30.0	10.1	20.2	19.6	20.3	15.9	108,430	35,714	11,376	8,808	1,524	28,789	4,152
MADISON	**343.6**	**.1413**	**29.6**	**16.8**	**22.4**	**18.1**	**19.8**	**135.8**	**2,458,607**	**376,499**	**280,618**	**282,565**	**271,735**	**566,505**	**56,255**
Dane	343.6	.1413	29.6	16.8	22.4	18.1	19.8	135.8	2,458,607	376,499	280,618	282,565	271,735	566,505	56,255
• Madison	176.4	.0725	29.1	21.6	23.1	16.2	20.3	72.9	1,459,400	214,078	196,849	246,750	83,623	291,535	40,127
SUBURBAN TOTAL	167.2	.0688	30.2	11.7	21.8	20.1	19.4	62.9	999,207	162,421	83,769	35,815	188,112	274,970	16,128
MILWAUKEE	**1,395.1**	**.5735**	**32.1**	**11.4**	**17.7**	**19.0**	**25.9**	**527.8**	**8,056,639**	**1,599,407**	**847,226**	**1,038,892**	**397,927**	**1,796,637**	**264,103**
Milwaukee	939.1	.3861	32.4	12.3	18.0	17.1	28.3	374.4	5,657,987	1,078,085	645,673	771,760	311,942	1,101,949	199,438
• Milwaukee	611.5	.2514	31.2	13.4	18.7	15.5	27.4	247.0	3,090,118	665,275	428,203	357,618	186,459	499,496	125,755
Wauwatosa	50.1	.0206	38.8	8.9	15.6	18.5	36.4	19.9	602,150	38,745	45,057	95,982	23,646	140,790	12,631
West Allis	64.6	.0266	35.5	11.7	16.9	16.5	34.1	27.4	489,589	78,963	49,072	50,309	39,244	142,996	13,255
Ozaukee	70.9	.0291	32.3	9.6	16.4	23.0	22.6	24.5	352,450	75,137	29,205	9,791	11,337	134,864	12,880
Washington	92.3	.0379	30.2	9.7	18.1	21.3	20.1	30.7	341,134	85,485	36,047	39,398	15,792	53,591	11,071
Waukesha	292.8	.1204	31.7	9.5	17.0	23.5	20.8	98.2	1,705,068	360,700	136,301	217,943	58,856	506,233	40,714
• Waukesha	52.1	.0214	29.2	13.4	21.0	18.6	19.3	19.4	418,539	72,898	29,751	51,049	10,535	160,510	9,474
SUBURBAN TOTAL	731.5	.3007	33.3	9.6	16.6	22.0	25.1	261.4	4,547,982	861,234	389,272	630,225	200,933	1,136,631	128,874
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,569.5***	***.6452***	***32.0***	***11.4***	***17.5***	***19.1***	***25.8***	***591.0***	***8,910,979***	***1,790,065***	***931,489***	***1,154,991***	***437,842***	***1,975,655***	***293,403***
RACINE	**174.4**	**.0717**	**31.3**	**10.8**	**17.3**	**19.5**	**24.2**	**63.2**	**854,340**	**190,658**	**84,263**	**116,099**	**39,915**	**179,018**	**29,300**
Racine	174.4	.0717	31.3	10.8	17.3	19.5	24.2	63.2	854,340	190,658	84,263	116,099	39,915	179,018	29,300
• Racine	83.4	.0343	31.3	11.6	17.7	16.6	26.8	32.7	509,992	130,085	45,468	97,888	26,320	56,188	27,021
SUBURBAN TOTAL	91.0	.0374	31.4	10.1	16.7	22.1	21.9	30.5	344,348	60,573	38,795	18,211	13,595	122,830	2,279
SHEBOYGAN	**102.9**	**.0423**	**32.8**	**10.6**	**16.4**	**18.0**	**28.3**	**37.8**	**464,184**	**99,387**	**45,173**	**74,542**	**17,286**	**104,426**	**15,451**
Sheboygan	102.9	.0423	32.8	10.6	16.4	18.0	28.3	37.8	464,184	99,387	45,173	74,542	17,286	104,426	15,451
• Sheboygan	47.9	.0197	33.9	11.0	16.2	16.5	31.8	19.0	314,454	67,954	30,150	61,305	12,120	66,041	12,598
SUBURBAN TOTAL	55.0	.0226	31.9	10.2	16.6	19.4	25.4	18.8	149,730	31,433	15,023	13,237	5,166	38,385	2,853

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WISC. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
WAUSAU	**115.1**	**.0473**	**31.1**	**10.9**	**17.2**	**18.8**	**24.5**	**41.5**	**557,064**	**108,926**	**39,604**	**89,688**	**25,378**	**126,828**	**7,428**
Marathon	115.1	.0473	31.1	10.9	17.2	18.8	24.5	41.5	557,064	108,926	39,604	89,688	25,378	126,828	7,428
• Wausau	32.4	.0133	34.2	12.4	16.5	16.7	32.0	13.7	340,311	59,518	22,641	65,582	12,953	74,493	6,273
SUBURBAN TOTAL	82.7	.0340	29.9	10.4	17.5	19.5	21.6	27.8	216,753	49,408	16,963	24,106	12,425	52,335	1,155
OTHER COUNTIES															
Adams	13.9	.0058	37.8	8.5	15.2	18.4	35.3	5.2	24,965	7,902	2,439	2,173	748	5,961	625
Ashland	16.7	.0068	34.2	10.8	14.4	15.6	33.3	6.4	94,149	15,094	8,254	7,485	2,855	19,929	2,598
Barron	40.8	.0168	33.8	10.2	14.8	17.1	31.2	15.5	251,663	41,855	22,407	27,936	7,696	71,221	8,927
Bayfield	14.5	.0060	35.7	7.8	15.1	17.8	33.1	5.5	31,542	9,261	5,935	1,351	374	5,134	1,226
Buffalo	14.2	.0059	34.3	9.7	14.3	17.7	31.2	5.4	38,860	10,022	5,204	405	979	7,831	1,504
Burnett	14.0	.0057	38.3	7.7	13.3	17.4	36.6	5.3	45,087	9,423	4,869	2,235	1,018	12,101	625
Clark	34.6	.0142	33.3	8.9	13.8	17.0	30.7	12.1	84,070	22,459	7,208	4,774	2,620	22,830	3,275
Columbia	46.9	.0193	34.3	9.0	15.7	18.9	29.9	17.8	255,679	47,930	33,507	8,775	6,774	60,513	7,176
Crawford	16.7	.0069	33.3	8.7	15.0	16.9	30.6	6.0	67,140	15,755	7,175	5,239	2,151	21,771	1,676
Dodge	76.5	.0315	32.9	10.0	16.6	18.5	28.0	26.7	280,703	53,537	22,699	48,411	8,120	54,760	6,486
Door	26.9	.0110	34.0	10.2	16.0	16.5	31.9	10.5	138,313	30,762	22,628	10,493	4,887	25,205	2,653
☐ Douglas	42.4	.0175	32.7	11.9	16.6	16.6	29.6	16.4	208,426	39,203	32,359	21,441	4,910	31,065	5,542
• Superior	27.5	.0113	32.7	13.7	16.7	15.2	31.0	11.3	184,469	35,294	25,306	20,307	4,538	30,800	5,502
Dunn	35.7	.0146	28.2	21.2	15.8	15.1	24.2	12.1	135,494	31,310	15,124	14,542	3,460	30,014	4,853
Florence	4.2	.0017	36.3	8.0	13.2	17.9	33.8	1.4	6,652	1,378	1,797		60	2,077	239
Fond du Lac	90.3	.0372	31.8	11.2	16.6	17.9	26.8	31.8	447,618	103,408	40,167	58,764	21,828	108,445	14,558
Forest	9.5	.0039	34.2	9.9	13.0	16.9	32.0	3.4	15,465	5,726	1,496	878	460	1,038	419
Grant	52.2	.0214	29.8	15.8	14.5	16.1	26.4	17.7	210,364	49,883	20,086	11,628	8,418	57,010	5,589
Green	31.7	.0131	32.9	9.5	16.8	17.7	28.8	12.1	245,665	42,556	15,316	8,406	6,065	52,595	5,946
Green Lake	19.2	.0079	36.3	8.5	14.3	17.1	34.5	7.4	125,195	23,750	11,019	27,051	3,037	24,547	2,131
Iowa	20.4	.0083	31.9	10.0	16.1	16.7	28.3	7.5	268,655	24,403	10,683	2,899	5,545	36,849	5,804
Iron	6.4	.0027	40.5	8.5	13.3	16.0	40.1	2.7	52,247	15,116	5,283	2,674	963	6,999	361
Jackson	16.8	.0069	34.6	8.9	15.0	17.7	31.7	6.3	99,351	25,566	9,480	1,364	1,336	24,330	1,805
Jefferson	67.6	.0278	32.1	12.2	16.2	18.7	26.6	24.2	260,967	60,770	31,423	40,159	11,054	36,465	7,103
Juneau	21.8	.0089	35.2	8.6	13.8	17.7	32.6	8.5	93,269	16,122	9,734	3,634	1,904	24,180	2,753
Kewaunee	19.8	.0081	32.0	10.4	15.0	16.6	29.0	6.8	60,866	15,265	6,256	1,009	3,896	17,487	1,235
Lafayette	17.2	.0071	32.2	10.4	14.5	17.1	28.9	6.2	34,634	6,737	3,662	485	1,272	8,171	861
Langlade	20.0	.0082	34.8	9.0	13.6	16.8	33.0	7.5	147,336	30,090	11,467	13,364	1,792	39,938	3,950
Lincoln	29.0	.0119	34.5	9.3	14.1	18.6	30.6	10.8	103,201	34,954	11,776	5,525	3,576	11,176	4,572
Manitowoc	82.7	.0340	32.8	10.4	15.8	17.6	28.9	29.9	347,885	66,902	32,141	70,250	13,846	70,483	8,525
Marinette	41.1	.0169	34.8	9.2	14.5	17.6	32.1	15.7	212,125	43,772	18,989	25,053	6,643	44,576	7,066
Marquette	13.3	.0055	38.6	7.8	13.1	17.2	37.2	5.4	26,025	6,884	5,185	453	648	6,030	674
Menominee	3.7	.0015	22.9	11.6	13.4	16.1	17.1	.8	3,371	1,843	276	766			
Monroe	36.6	.0151	33.4	9.3	15.4	17.9	29.6	13.1	162,108	35,168	22,601	14,574	4,242	30,768	5,565
Oconto	30.9	.0127	33.9	9.0	14.5	17.8	30.6	11.5	77,650	17,931	8.028	2,334	1,839	19,277	1,816
Oneida	32.6	.0134	35.8	9.0	15.0	19.5	31.7	12.8	213,927	45,277	23,740	23,302	6,229	50,769	3,893
Pepin	7.5	.0031	33.0	10.0	14.2	16.1	31.1	2.8	24,348	4,101	3,356	371	1,129	5,932	1,095
Pierce	33.1	.0136	28.6	17.1	16.9	16.8	22.3	11.3	115,703	24,309	18,344	218	4,563	26,699	6,612
Polk	34.9	.0144	33.7	8.8	15.8	17.4	30.6	13.1	124,335	28,499	15,613	2,991	3,903	24,938	5,191
Portage	60.9	.0250	27.9	18.8	17.3	16.3	21.5	20.6	312,392	53,758	34,231	31,350	12,206	56,611	6,463
Price	16.7	.0069	36.0	7.8	13.7	17.1	34.1	6.4	65,981	20,513	4,816	2,167	2,147	14,155	2,514
Richland	17.4	.0071	34.1	9.8	15.3	16.3	32.3	6.5	78,420	18,567	5,026	3,163	2,246	23,513	2,431
Rusk	16.1	.0066	33.3	9.7	14.4	15.9	31.7	5.8	55,172	13,054	2,874	3,087	1,215	6,873	2,171
☐ St. Croix	47.4	.0195	30.3	10.6	17.8	19.5	22.2	16.2	196,939	32,380	20,053	17,499	3,804	59,029	6,096

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1 ISSUE REACH

73% daily 85% Sunday

5 ISSUE REACH

82% daily 94% Sunday

4.5 frequency 4.5 frequency

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WISC. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sauk	45.6	.0188	33.9	9.2	15.7	17.9	30.4	17.4	217,542	73,952	26,109	11,786	6,775	31,496	8,207
Sawyer	14.6	.0060	37.3	7.7	13.4	18.0	35.0	5.4	66,681	17,589	6,316	1,423	1,637	9,819	2,389
Shawano	37.9	.0155	35.2	8.7	13.5	17.7	32.6	13.9	136,553	30,984	12,786	12,569	4,228	32,921	5,345
Taylor	19.0	.0079	31.5	10.6	14.5	16.6	28.4	6.5	51,985	8,910	3,663	2,355	2,670	17,795	1,601
Trempealeau	26.4	.0108	34.4	8.7	14.9	17.3	31.9	9.7	111,218	21,467	10,100	2,560	3,494	37,482	1,421
Vernon	26.6	.0110	36.4	8.3	14.4	17.4	34.2	10.0	80,309	26,428	7,886	1,283	4,860	12,160	3,080
Vilas	18.3	.0075	40.5	7.0	13.1	18.2	39.0	7.3	94,034	31,156	11,294	3,000	1,974	15,651	2,775
Walworth	73.1	.0300	32.0	14.1	15.9	18.2	27.0	27.0	389,932	84,416	59,162	17,133	7,468	91,829	10,201
Washburn	14.4	.0060	36.3	7.9	14.3	17.4	34.2	5.6	63,090	18,974	7,756	1,658	1,816	12,551	3,389
Waupaca	44.7	.0184	35.0	9.0	14.7	17.3	32.8	16.4	195,785	42,154	20,760	22,953	7,114	52,727	4,429
Waushara	20.6	.0084	37.3	8.1	14.1	17.6	35.2	8.2	71,503	13,442	4,002	3,456	976	20,106	837
Wood	79.5	.0327	31.5	11.0	16.2	18.2	26.2	29.3	566,543	92,160	41,119	92,618	20,057	142,724	8,618
TOTAL METRO COUNTIES	**3,208.8**	**1.3195**	**31.3**	**12.4**	**17.9**	**18.7**	**24.6**	**1,200.2**	**18,404,777**	**3,442,905**	**1,927,543**	**2,537,777**	**1,045,558**	**4,071,760**	**515,784**
TOTAL STATE	**4,834.6**	**1.9879**	**31.8**	**11.9**	**17.1**	**18.3**	**26.3**	**1,795.4**	**25,888,544**	**5,036,149**	**2,680,810**	**3,202,309**	**1,282,371**	**5,718,222**	**721,042**

WISC.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
APPLETON - OSHKOSH - NEENAH	**3,698,499**	**26,674**	**21.7**	**33.0**	**19.4**	**12.1**	**.1197**
Calumet	401,241	28,555	20.2	33.8	21.4	13.2	.0118
Outagamie	1,640,880	27,641	20.0	34.2	20.1	12.7	.0543
• Appleton	834,764	27,220	20.7	33.3	19.8	12.6	.0270
Winnebago	1,656,378	25,184	23.6	31.8	18.3	11.3	.0536
• Neenah	304,505	27,602	19.9	33.8	19.9	13.7	.0097
• Oshkosh	584,823	21,145	28.4	29.5	14.0	9.2	.0223
SUBURBAN TOTAL	1,974,407	28,006	20.1	34.0	21.1	12.6	.0607
EAU CLAIRE	**1,471,150**	**21,996**	**26.9**	**29.3**	**15.7**	**9.6**	**.0536**
Chippewa	579,465	23,598	25.1	30.2	16.6	11.4	.0197
Eau Claire	891,685	21,027	28.0	28.8	15.2	8.5	.0339
• Eau Claire	574,040	19,973	29.3	27.9	14.2	7.8	.0250
SUBURBAN TOTAL	897,110	23,381	25.2	30.5	16.7	10.8	.0286

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
GREEN BAY	**2,204,051**	**25,982**	**21.3**	**33.4**	**18.6**	**11.1**	**.0750**
Brown	2,204,051	25,982	21.3	33.4	18.6	11.1	.0750
• Green Bay	1,083,950	22,749	24.4	32.6	15.1	8.6	.0395
SUBURBAN TOTAL	1,120,101	29,685	17.7	34.1	23.0	14.2	.0355
JANESVILLE - BELOIT	**1,699,098**	**27,305**	**20.1**	**31.6**	**20.0**	**12.7**	**.0564**
Rock	1,699,098	27,305	20.1	31.6	20.0	12.7	.0564
• Beloit	394,218	23,988	22.0	29.2	17.9	10.9	.0152
• Janesville	660,899	27,981	19.4	33.4	20.0	12.9	.0241
SUBURBAN TOTAL	643,981	28,547	19.5	31.5	21.5	13.8	.0171
KENOSHA	**1,643,832**	**30,829**	**18.2**	**27.4**	**21.8**	**20.1**	**.0500**
Kenosha	1,643,832	30,829	18.2	27.4	21.8	20.1	.0500
• Kenosha	1,000,524	29,057	19.3	28.1	20.9	17.8	.0323
SUBURBAN TOTAL	643,308	33,731	16.1	26.2	23.5	24.1	.0177

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WISC. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LA CROSSE	**1,129,653**	**23,850**	**24.4**	**30.0**	**17.2**	**11.5**	**.0391**
La Crosse	1,129,653	23,850	24.4	30.0	17.2	11.5	.0391
• La Crosse	566,674	20,388	27.4	26.7	14.5	9.7	.0238
SUBURBAN TOTAL	562,979	27,923	20.6	34.2	20.6	13.6	.0153
MADISON	**4,598,929**	**26,183**	**22.7**	**28.9**	**18.9**	**14.5**	**.1554**
Dane	4,598,929	26,183	22.7	28.9	18.9	14.5	.1554
• Madison	2,361,085	23,510	24.5	26.9	16.2	14.0	.0838
SUBURBAN TOTAL	2,237,844	28,707	20.7	31.2	22.0	15.1	.0716
MILWAUKEE	**18,292,998**	**27,720**	**20.3**	**29.0**	**20.6**	**15.3**	**.5852**
Milwaukee	11,851,375	24,690	22.9	29.1	18.2	12.1	.3909
• Milwaukee	7,045,855	21,996	24.9	28.8	16.5	9.0	.2312
Wauwatosa	790,508	31,571	18.9	28.1	22.8	20.6	.0296
West Allis	857,812	25,623	22.9	33.2	18.8	10.8	.0296
Ozaukee	1,095,505	36,376	13.6	26.5	24.9	27.5	.0313
Washington	1,083,828	29,766	17.2	34.2	23.9	13.7	.0327
Waukesha	4,262,290	35,976	13.5	27.3	27.3	24.7	.1303
• Waukesha	691,843	30,224	18.4	31.5	24.3	14.9	.0244
SUBURBAN TOTAL	10,555,300	32,639	16.2	28.9	24.2	21.2	.3296
MILWAUKEE - RACINE CONSOLIDATED AREA	***20,489,150***	***27,835***	***20.1***	***29.2***	***20.8***	***15.2***	***.6539***
RACINE	**2,196,152**	**28,740**	**18.7**	**30.1**	**22.2**	**14.8**	**.0687**
Racine	2,196,152	28,740	18.7	30.1	22.2	14.8	.0687
• Racine	1,017,689	25,294	21.7	29.7	20.0	11.0	.0343
SUBURBAN TOTAL	1,178,463	32,030	15.5	30.6	24.6	18.8	.0344
SHEBOYGAN	**1,254,299**	**27,040**	**21.1**	**32.8**	**20.2**	**12.0**	**.0389**
Sheboygan	1,254,299	27,040	21.1	32.8	20.2	12.0	.0389
• Sheboygan	586,891	24,766	22.8	31.9	17.8	10.4	.0202
SUBURBAN TOTAL	667,408	29,036	19.2	33.7	22.7	13.6	.0187
WAUSAU	**1,242,960**	**24,058**	**22.9**	**33.2**	**16.9**	**9.2**	**.0415**
Marathon	1,242,960	24,058	22.9	33.2	16.9	9.2	.0415
• Wausau	391,724	21,517	24.0	29.2	15.2	8.8	.0162
SUBURBAN TOTAL	851,236	25,123	22.4	35.1	17.7	9.4	.0253
OTHER COUNTIES							
Adams	137,065	19,476	28.9	28.3	13.3	7.2	.0040
Ashland	154,709	17,882	31.7	27.6	11.1	5.4	.0058
Barron	375,801	18,291	30.5	28.8	11.1	5.3	.0148
Bayfield	127,459	17,145	31.4	26.2	11.5	4.7	.0040
Buffalo	141,237	18,967	29.8	27.8	11.3	8.3	.0044
Burnett	127,375	17,671	31.4	28.1	9.7	5.9	.0041
Clark	279,237	16,909	30.5	26.8	9.1	5.6	.0091
Columbia	487,598	21,816	26.0	32.3	15.3	7.0	.0173
Crawford	146,405	17,130	31.3	26.8	9.2	6.4	.0051
Dodge	845,891	25,190	23.0	32.6	18.2	11.0	.0262
Door	309,648	22,326	26.8	32.7	13.6	9.5	.0102
☐ Douglas	468,644	22,191	24.6	28.7	16.3	9.5	.0156
• Superior	321,688	21,313	25.2	26.7	15.9	10.0	.0114
Dunn	302,386	17,540	31.4	27.6	9.7	6.0	.0107
Florence	35,991	18,767	27.1	26.9	12.5	7.9	.0010
Fond du Lac	955,750	24,193	24.4	34.1	17.6	8.3	.0327
Forest	76,036	16,868	35.9	26.8	8.4	3.8	.0023
Grant	468,696	19,435	27.7	29.3	12.2	7.1	.0164
Green	364,342	22,706	25.5	30.7	15.5	10.1	.0138
Green Lake	193,405	19,863	29.7	30.4	12.6	6.6	.0073
Iowa	170,973	16,919	33.0	28.4	7.1	5.4	.0100
Iron	48,090	13,225	36.2	22.3	4.0	1.8	.0024
Jackson	146,269	17,317	29.9	28.5	9.8	4.3	.0059
Jefferson	738,550	24,172	23.2	33.5	17.3	9.2	.0233
Juneau	205,255	17,712	31.6	27.5	9.9	6.1	.0071
Kewaunee	191,527	21,626	26.4	30.6	14.2	8.9	.0061
Lafayette	162,576	20,212	27.7	30.1	13.1	7.4	.0049
Langlade	187,618	18,460	29.6	27.9	11.0	7.2	.0078
Lincoln	291,684	20,288	28.7	31.1	12.8	6.8	.0094
Manitowoc	888,584	23,837	24.3	33.6	16.5	8.9	.0288
Marinette	390,183	19,317	27.3	31.1	12.2	5.1	.0143
Marquette	123,765	17,127	31.3	28.5	7.9	5.4	.0038
Menominee	20,503	20,783	33.9	34.0	12.9	5.3	.0006
Monroe	368,425	20,882	27.2	30.6	13.3	8.2	.0125
Oconto	293,295	19,403	29.2	29.0	13.1	6.4	.0091
Oneida	330,220	19,805	30.3	31.1	12.7	5.7	.0126
Pepin	73,133	19,871	27.3	30.4	12.7	6.6	.0023
Pierce	356,061	23,804	24.3	31.4	15.5	11.7	.0112
Polk	337,730	19,587	28.5	29.4	12.5	7.0	.0109
Portage	643,576	23,878	23.8	30.2	17.3	10.7	.0222
Price	163,030	18,859	27.3	27.8	12.9	6.7	.0054
Richland	168,122	19,316	28.7	30.2	10.9	7.1	.0058
Rusk	126,704	15,699	35.1	25.7	7.8	3.3	.0045
☐ St. Croix	555,641	28,143	19.2	30.2	21.0	14.7	.0172
Sauk	482,731	20,939	27.7	32.2	13.2	7.2	.0163
Sawyer	120,354	16,014	31.6	25.9	9.1	4.5	.0045
Shawano	343,278	18,334	29.7	28.3	11.4	5.9	.0117
Taylor	170,608	19,229	29.9	28.7	11.7	7.6	.0056
Trempealeau	223,407	17,371	32.2	28.1	9.2	4.6	.0080
Vernon	251,413	17,969	28.8	26.1	11.5	7.2	.0081
Vilas	180,568	18,185	32.6	28.8	10.0	6.1	.0065
Walworth	670,196	19,126	29.2	32.2	10.5	5.0	.0251
Washburn	120,797	15,947	34.9	25.1	8.8	3.2	.0045
Waupaca	438,329	20,472	26.6	31.4	13.2	6.7	.0150
Waushara	185,302	16,422	31.8	27.1	8.6	4.5	.0062
Wood	934,000	25,387	22.5	30.2	18.7	12.1	.0338
TOTAL METRO COUNTIES	**40,455,906**	**26,931**	**21.2**	**30.0**	**19.8**	**13.9**	**1.3163**
TOTAL STATE	**56,531,793**	**24,483**	**23.3**	**30.1**	**17.6**	**11.8**	**1.8717**

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WYOMING

WYO.
S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
CASPER	**72.4**	**.0298**	**29.2**	**13.1**	**21.5**	**19.1**	**18.5**	**27.3**
Natrona	72.4	.0298	29.2	13.1	21.5	19.1	18.5	27.3
• Casper	48.3	.0199	30.0	13.1	21.2	19.1	20.3	18.6
SUBURBAN TOTAL	24.1	.0099	27.8	13.0	21.9	19.1	15.0	8.7
CHEYENNE	**73.7**	**.0303**	**30.2**	**12.8**	**19.2**	**19.5**	**21.3**	**28.6**
Laramie	73.7	.0303	30.2	12.8	19.2	19.5	21.3	28.6
• Cheyenne	52.0	.0214	31.5	11.8	18.9	19.3	24.0	21.0
SUBURBAN TOTAL	21.7	.0089	27.3	15.3	19.6	19.9	15.0	7.6
OTHER COUNTIES								
Albany	29.8	.0122	26.5	25.2	21.0	15.6	16.6	11.8
Big Horn	12.3	.0051	32.3	8.9	14.6	17.9	28.2	4.5
Campbell	35.4	.0145	26.0	15.1	24.7	18.2	9.6	12.2
Carbon	20.9	.0086	28.6	12.5	21.6	18.6	17.6	7.1
Converse	14.9	.0061	27.2	12.4	21.3	19.1	14.3	5.1
Crook	5.9	.0025	30.8	9.9	16.5	20.3	22.8	2.3
Fremont	37.0	.0152	29.0	11.6	19.2	19.9	18.5	12.7
Goshen	12.6	.0052	33.9	10.3	15.1	18.2	30.1	4.9
Hot Springs	5.8	.0023	34.2	9.7	15.7	17.2	31.6	2.1
Johnson	6.7	.0028	33.3	8.3	17.5	19.2	27.8	2.6
Lincoln	16.6	.0068	27.6	9.2	16.1	16.6	20.0	5.6
Niobrara	2.9	.0012	37.7	8.6	13.6	19.3	34.2	1.2
Park	23.9	.0098	31.7	11.3	17.3	20.2	24.1	9.0
Platte	10.5	.0043	30.5	10.3	20.2	19.6	21.4	4.2
Sheridan	26.9	.0111	32.0	9.8	19.4	18.1	26.1	10.4
Sublette	6.0	.0025	30.8	8.7	19.0	21.3	20.7	2.0
Sweetwater	46.2	.0190	27.2	13.0	22.6	18.2	14.1	16.3
Teton	11.2	.0046	30.2	12.9	29.2	21.8	14.2	4.9
Uinta	23.5	.0096	26.5	12.8	21.3	16.1	15.8	7.6
Washakie	9.8	.0041	30.4	9.8	17.5	19.1	22.8	3.5
Weston	7.4	.0030	30.4	11.0	17.9	19.2	22.5	2.8
TOTAL METRO COUNTIES	**146.1**	**.0601**	**29.7**	**13.0**	**20.3**	**19.3**	**19.9**	**55.9**
TOTAL STATE	**512.3**	**.2106**	**29.1**	**12.8**	**20.2**	**18.7**	**19.3**	**188.7**

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**579,337**	**126,354**	**50,082**	**58,518**	**31,158**	**149,167**	**23,411**
Natrona	579,337	126,354	50,082	58,518	31,158	149,167	23,411
• Casper	530,708	113,613	41,205	56,608	30,475	143,757	22,945
SUBURBAN TOTAL	48,629	12,741	8,877	1,910	683	5,410	466
CHEYENNE	**585,168**	**95,506**	**57,206**	**72,127**	**34,725**	**120,282**	**21,624**
Laramie	585,168	95,506	57,206	72,127	34,725	120,282	21,624
• Cheyenne	515,437	78,437	52,852	66,187	33,120	110,673	21,145
SUBURBAN TOTAL	69,731	17,069	4,354	5,940	1,605	9,609	479
OTHER COUNTIES							
Albany	253,019	54,544	37,427	7,539	13,038	47,221	13,077
Big Horn	43,254	14,429	4,667	2,099	2,381	6,804	1,544
Campbell	294,770	71,706	28,151	20,332	16,151	52,712	16,911
Carbon	129,740	33,257	9,848	7,295	2,724	19,529	6,401
Converse	76,258	19,967	8,949	2,137	2,352	16,986	2,303
Crook	18,605	4,616	3,067	406	106	733	531
Fremont	245,511	58,298	21,153	20,269	8,516	54,737	11,287
Goshen	71,886	20,116	6,938	6,290	839	8,500	3,644
Hot Springs	45,113	18,123	3,777	1,097	781	6,500	1,864
Johnson	64,321	11,209	7,932	2,012	1,360	10,475	1,499
Lincoln	100,126	23,503	13,375	1,825	1,089	25,922	3,706
Niobrara	26,404	4,414	3,719	494	498	6,530	276
Park	192,896	46,970	15,116	26,632	6,118	37,867	5,347
Platte	45,301	13,989	4,364	3,149	943	8,769	576
Sheridan	184,822	33,470	17,910	14,668	9,777	40,008	11,287
Sublette	33,331	15,592	3,053	926	1,172	1,110	816
Sweetwater	298,347	74,315	27,174	33,203	11,593	52,227	9,000
Teton	160,145	26,981	25,108	7,161	7,358	11,825	5,984
Uinta	274,230	63,502	43,241	8,383	4,037	36,493	4,225
Washakie	71,580	12,178	3,558	6,223	3,150	27,343	1,495
Weston	58,449	15,092	3,864	1,765	653	15,975	2,209
TOTAL METRO COUNTIES	**1,164,505**	**221,860**	**107,288**	**130,645**	**65,883**	**269,449**	**45,035**
TOTAL STATE	**3,852,613**	**858,131**	**399,679**	**304,600**	**160,519**	**757,715**	**149,017**

WYO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
CASPER	**932,689**	**28,582**	**18.3**	**31.0**	**21.1**	**15.9**	**.0334**
Natrona	932,689	28,582	18.3	31.0	21.1	15.9	.0334
• Casper	640,603	28,849	18.6	28.7	21.8	16.5	.0255
SUBURBAN TOTAL	292,086	28,130	17.7	36.4	19.6	14.4	.0079
CHEYENNE	**851,933**	**23,015**	**25.7**	**27.0**	**16.8**	**12.3**	**.0321**
Laramie	851,933	23,015	25.7	27.0	16.8	12.3	.0321
• Cheyenne	619,269	23,162	24.8	27.0	17.0	12.2	.0251
SUBURBAN TOTAL	232,664	22,650	28.5	26.8	16.5	12.4	.0070
OTHER COUNTIES							
Albany	331,991	20,496	24.5	25.9	13.8	11.4	.0130
Big Horn	119,375	20,654	25.6	29.6	13.0	9.0	.0040
Campbell	528,934	38,386	12.8	24.8	27.6	28.5	.0177
Carbon	242,461	29,252	17.3	29.4	22.8	15.8	.0086
Converse	172,296	29,321	16.3	34.2	22.9	14.4	.0056
Crook	61,479	20,879	29.6	30.1	12.9	9.2	.0019
Fremont	379,171	25,807	22.5	33.0	18.7	10.6	.0144
Goshen	117,792	18,008	28.3	27.1	9.9	8.2	.0044
Hot Springs	67,572	26,000	20.1	27.1	17.7	16.2	.0025
Johnson	68,444	18,517	27.8	26.1	10.8	9.8	.0031
Lincoln	177,174	26,234	22.9	29.9	17.6	14.4	.0065
Niobrara	25,674	15,273	28.4	23.8	8.5	5.6	.0011
Park	273,793	24,574	24.6	29.6	16.3	12.6	.0105
Platte	111,588	23,358	21.7	34.3	17.4	6.4	.0036
Sheridan	340,734	26,584	21.6	26.2	20.1	15.1	.0117
Sublette	55,459	22,250	25.8	30.8	14.9	9.7	.0022
Sweetwater	634,005	33,809	14.2	29.1	26.0	21.5	.0204
Teton	148,533	23,366	24.9	32.9	14.1	12.3	.0068
Uinta	283,149	33,032	14.4	29.8	28.0	17.2	.0122
Washakie	112,313	26,532	22.6	30.9	18.2	14.9	.0041
Weston	100,867	32,458	17.6	25.5	27.0	17.3	.0035
TOTAL METRO COUNTIES	**1,784,622**	**26,058**	**22.1**	**29.0**	**18.9**	**14.0**	**.0655**
TOTAL STATE	**6,137,426**	**26,888**	**21.0**	**29.0**	**19.5**	**14.8**	**.2233**

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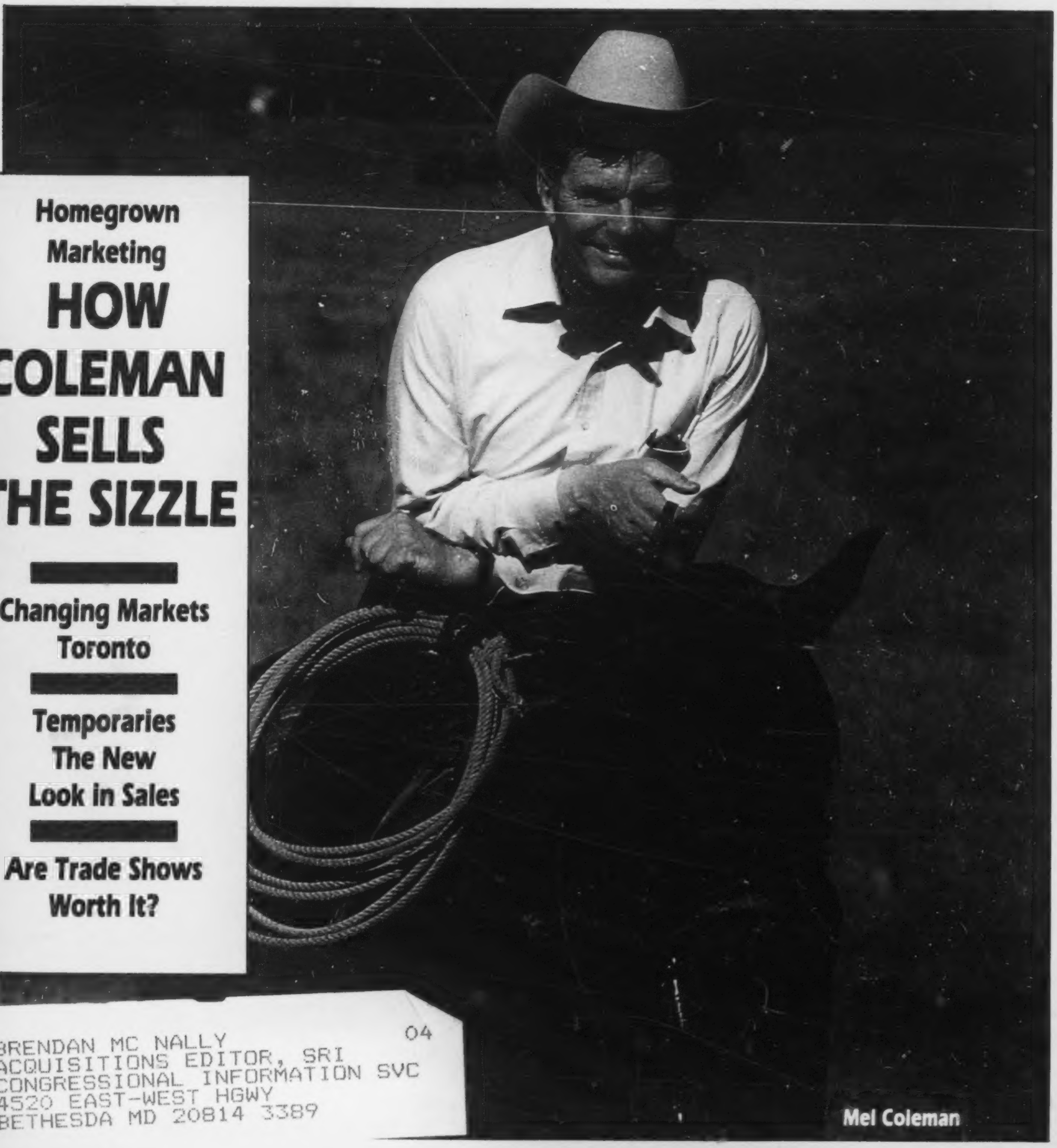

Mel Coleman

Homegrown Marketing
HOW COLEMAN SELLS THE SIZZLE

Changing Markets
Toronto

Temporaries
The New
Look in Sales

Are Trade Shows
Worth It?

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Cover:
Coleman's Natural Beef has gone from slim pickings to a healthy outlook as it implements its own kind of home-grown marketing.
Cover photo: Barry Staver

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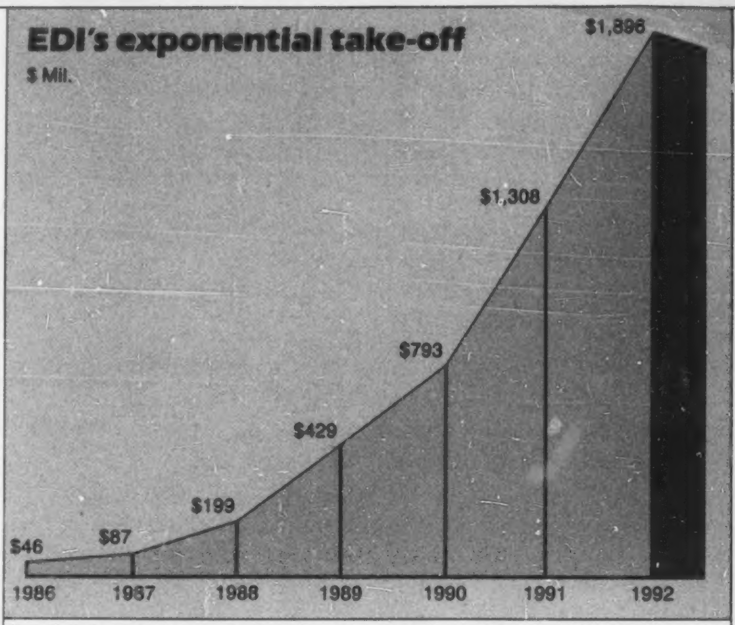
mation source, such as Dow Jones Retrieval Service. The package will retail for $595.

Computer highlight

Fast EDI growth seen as uses expand

Marketers can expect to see more EDI in their future. Once popularly identified as computer-to-computer placing of sales orders, EDI (Electronic Data Interchange) will mushroom as the technique plays a bigger role among marketers, suppliers, and customers, says a new report from Input, a Mountain View, CA, research firm. EDI services are projected to grow 88% a year between 1986-92 (see graph).



Note: Excludes such consumer-oriented applications as electronic shopping, automatic teller machines, point-of-sale terminals, and airline reservation systems.
Source: Input, *U. S. Electronic Data Interchange Services 1987-1992.*

Typical EDI examples: When a Super Valu computer tells a General Mills computer to ship so many boxes of cereals, or when a hospital, using a terminal or PC supplied by Travenol Laboratories, sends an order for medical supplies to Travenol's computer.

Fewer clerical errors (because retyping is eliminated) and faster order cycle time are two growth catalysts, says Audrey L. Mandela, communications research director with The Yankee Group, a Boston-based research firm. Addressing a Yankee

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Group seminar on intercompany networks, Mandela noted that indirect benefits of EDI include increased sales productivity, reduced inventories, and improved management control. However, she adds EDI's prospects are still clouded by "fear of change, corporate ambivalence, communication and systems costs, security concerns, and lack of knowledge."

But new wrinkles—such as making it possible for users to interchange data across competing networks—will foster acceptance, Input says.

Target selling: Old tack with new tricks

What's the single most important piece of information a marketing organization can have? "A list of every prospect who will buy its product or service in the next two years," according to George Carlisle, chairman and president of Scitex America, the Bedford, MA, maker of computer imaging systems.

Speaking at Babson College's recent annual sales software conference, Carlisle urged marketers to focus on target selling, which separates those most likely to buy from other prospects, "to win orders you would not have gotten, in far shorter time, and at a lower cost."

Noting that target selling has been around for some time, Carlisle stressed that the concept has been made more effective by electronic databases that contain relevant details on all customers and potential prospects. Other helpful factors include telequalifying that enhances the timeliness and accuracy of the information, PCs that provide fast access to the data, and software that rates or prioritizes prospects and gets the information to the sales force in a form that aids their call planning.

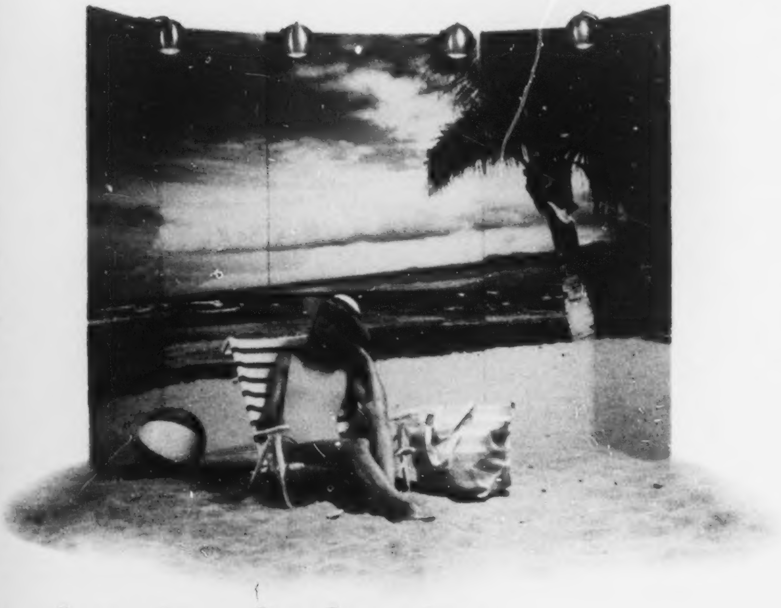
Carlisle said his own company is nearing completion of a computerized target marketing project. He maintains that the program has cut the time it takes for new salespeople to become productive from six months to 30 days (S&MM, December 1986).

The cost of a computerized target selling program? Carlisle estimates it to be between one-fourth and three-fourths of 1% of sales for a $100 million company and about 1%–2% for a $10 million–$30 million company.

New products for the sales force

At Comdex, portable PCs dominated new products of potential appeal to sales and marketing executives. In the laptop area:

- NEC Home Electronics, Wood Dale, IL, introduced a MultiSpeed model ($2,495) with improved



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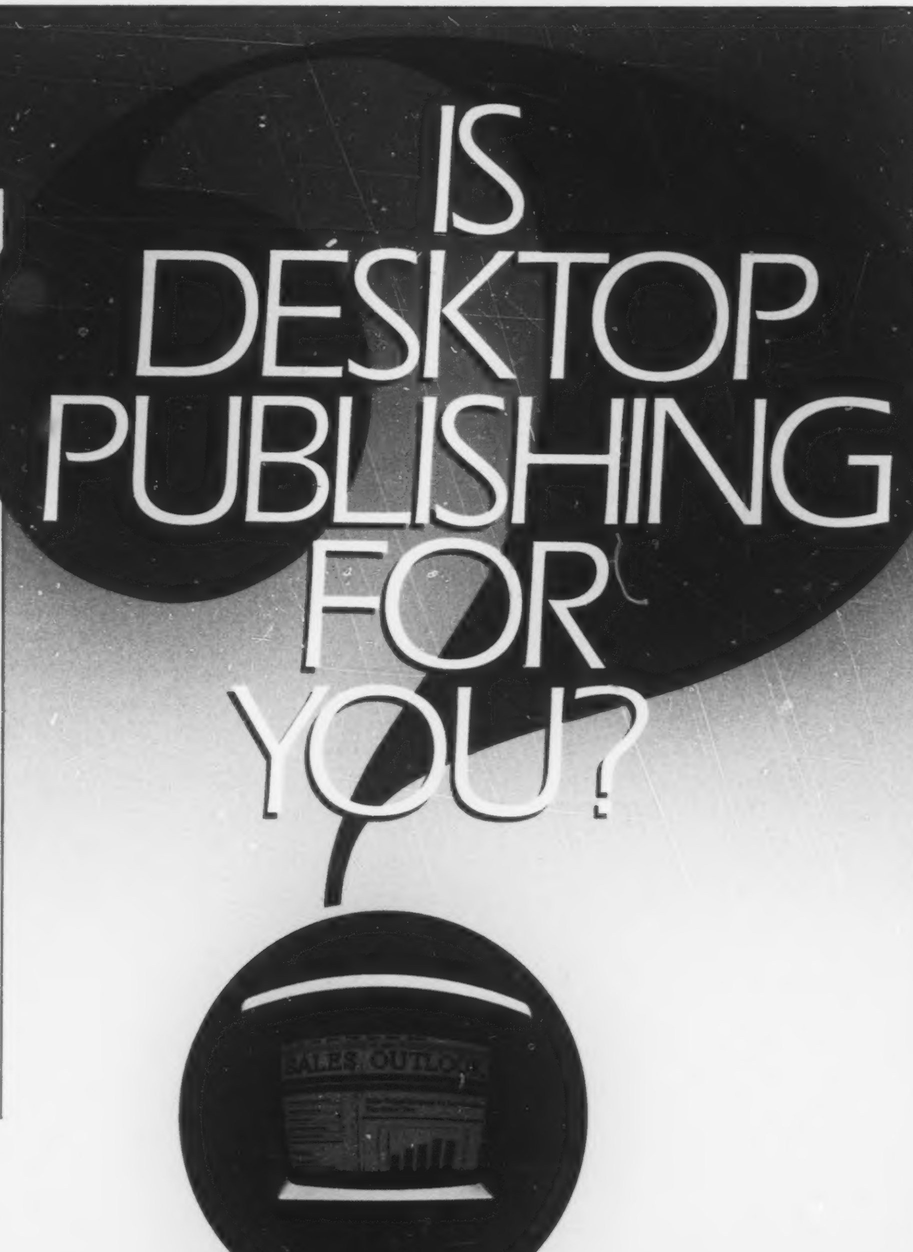
The Salesman Who Went Sour

Marketing the Unique Product

Four Fresh Ways to Motivate Your Sales Force

Tactics: Even a Gorilla Can Be a Guerrilla

Selling a $10,000 Product Sight Unseen



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With new technology constantly being developed, is now the right time to get into desktop publishing?

Cover photo: Brian Kossoff

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pilot program winds up at the end of this year 10 or 11 Club chapters will be in place.

Because Club membership is voluntary, Leach uses the pilot program to "meet the challenges we can expect when salespeople ask themselves, 'What's in it for me, why should I join?' As we fine-tune the program, we want to make sure that the objectives we've set meet the goals and motivations of salespeople who want to advance their careers."

Although the program is funded by Minneapolis headquarters, each city is free to create its own structure, elect officers, and set meeting agendas. Membership is limited to salespeople because branch managers have their own group, the Branch Business Council. But Leach says managers are available if chapters want their input.

Leach sells Honeywell salespeople on joining the Club.

In trying to get a chapter started, Leach depends on the leading sales producers to act as founding members. "They serve as examples that we can all improve our selling skills whether we're thirty-year vets or fresh out of college," says Leach.

Electronic ordering

Baxter wants a cut ASAP

What better way to maintain industry domination than to make your competitors dependent on your elec-

S&MM salesgraph

Job forecasts tell where the business will be

Sales planners wondering where tomorrow's key customers will come from get an assist from the Bureau of Labor Statistic's latest long-range projections of U.S. employment by industry. The forecast is especially timely because, as a result of the birth dearth of recent years, markets will grow much more slowly in the years ahead, thus intensifying the battle for market shares and spurring diversification into new markets.

Not surprisingly, services will continue to set the pace, contributing 93% of the 21.4 million new jobs that will be created in the 1986-2000 timeframe. While manufacturing employment will slide 4% in the forecast period, BLS says output should hold steady as a result of productivity growth. Thus, marketers who sell to manufacturing companies should see little decline in their markets. In fact, BLS foresees job expansion in some manufacturing sectors, such as electronic computing equipment, up 20%; radio and TV communication equipment, 7%; and electronic components and accessories, 7%.

BLS uses three economic growth scenarios for its projections—low, moderate, and high. The figures below are taken from the moderate growth scenario, based on an annual GNP growth rate of 2.4%, a tick below the 2.5% rate of the 1972-86 period.

Tomorrow's winners . . .

Industry Sector	Employment (000) 1986	% Change 1972–1986	% Change 1986–2000
Computer and data processing	591	+452%	+104%
Outpatient care, other health services	591	305	87
Offices of health practitioners	1,672	141	83
Personnel supply	1,017	360	82
Business services	**4,781**	**167**	**70**
Nursing and personal care facilities	1,250	112	68
Research, management, and public relations	788	NA	65
Services to dwellings	681	103	50
Health services	**6,551**	**92**	**49**
Eating and drinking places	5,879	106	42

. . . and losers

Primary metals	753	−36%	−24%
Apparel, other textile products	1,106	−20	−17
Transportation equipment	**2,015**	**+13**	**−16**
Motor vehicles	865	− 1	−13
Food, kindred products	1,617	− 7	−10
Fabricated metal products	1,431	− 8	− 8
Chemicals, allied products	1,023	+ 1	− 7
Communications	**1,279**	**+11**	**− 5**

Note: Boldface entries are major sectors.
NA: Not available.
Source: Bureau of Labor Statistics, *Economic Growth and Employment Projections* program

IS DESKTOP PUBLISHING FOR YOU?

PC-based publishing offers a lot to sales departments—at a price. Is now the time to buy in?

Think of it: Now you have the capacity to merge text and graphics on a personal computer, design a page with different type fonts and view the results on a monitor, then produce a letter-quality document on a laser printer.

It's called desktop publishing (DTP), and if you haven't heard of it, you must live on a private island. Despite still being in its swaddling clothes, DTP has generated frenzied computer press hype, even network TV commercials. Vendors, frustrated by the PC industry's string of lackluster years, are pitching it as the answer to all your problems; indeed, to problems you might not even have known you had. One of every five corporations, 21%, has bought DTP application software, according to a survey by Sierra Group, a Tempe, AZ, research firm. Of course, as vice president Marty Gruhn points out, that's a far cry from the number buying more traditional packages—database management, 48%; word processing, 46%; and spreadsheets, 44%. But, considering that DTP only got its start in late 1985, sired by Apple Computer's upgraded Macintosh and new LaserWriter printer and Aldus's PageMaker pagination software, the 21% is enticing enough to lure major vendors, i.e, IBM, DEC, Wang, Xerox, into a market that has been Apple's turf up to now. The intensified competition will unleash a flood of new products in the upcoming years, so marketers who embark on DTP's necessary learning curve now will profit the most when better, faster, and cheaper products come on stream.

What's to be done with it?

DTP's potential for becoming a competitive sales tool is limned by Jan Lewis, president, Palo Alto Research Group (PARG), a Menlo Park, CA, research firm: "You always want your document to stand out so that someone reads it and takes action on it. If you send out a DTP-made document while others rely on the dot-matrix printer, you have an edge. Of course, as more mail looks like DTP's 300-dots-per-inch, the ante will be raised."

While DTP can't handle long runs of bulky documents, a broad spectrum of sales and marketing literature lends itself to the new technology, with varying results. Analyst Jean Buffam of International Resource Development, a Norwalk, CT, research firm, has his own list:

- Manuals—revises layout as text is revised
- Brochures—handles graphics but volume runs not cost-efficient
- Catalogues—makes price and product changes relatively easy to handle
- Technical manuals—ends the need for inserts with each revision
- Newsletters—easy columnar set-up but scanned images are fuzzy
- Promotional materials—quick turnaround but lacks top quality
- Fliers—easier than mimeograph

DTP's biggest appeal to sales chiefs, contends William J. Higgs, software research director of InfoCorp, the Cupertino, CA, research firm, "is that it gets the sales department out from under the control of outside agencies, such as print shops. Marketers thus gain more quality and timing control."

The freedom gives sales departments greater flexibility and faster response time to special opportunities. "The last thing you want," says George Potter, marketing vice president of Interleaf, the Cambridge, MA, marketer of corporate electronic publishing systems, "is to have a salesperson wake up in the middle of the night with a fresh idea for a proposal, rush to the office in the morning, and be told, 'Too late, we already sent it out and we'd lose two weeks if we had to make revisions.' With DTP, you could make your changes and print the revised proposal the same day.

"New products are another area where you want fast response time.

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5

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Plus

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WORLD

Louisiana Plant Achieves STAR Status

New Employee Service Program Offered

New technology creates all-purpose materials, from magazines to brochures to newsletters, according to software.

Left: Adobe Systems using Adobe Illustrator and PageMaker; center: Lehndorff Design; right: design by David Cundy Inc., New Canaan, CT.

Feedback from the market might indicate where changes are desirable in a product manual. Revisions can be inserted easier and faster on the departmental PC."

Sales departments are becoming more dependent upon electronic information and DTP helps them mine that rich lode more effectively, says Lisa M. Byrne, product manager for Hewlett-Packard's PC Business Unit, Sunnyvale, CA. "Monthly sales reports can be enhanced by incorporating information from different sources, such as sales summaries from the marketing department, graphics from marketing research, and backup data from the central computer."

By combining text and graphics, DTP spruces up much of the sales department's written communications. "Sales presentations using 35mm slides and overhead transparencies are an active area right now," says James R. Harper, marketing analyst for Apple Computer, Cupertino, CA, "because you can produce them in your office rather than send them outside and wait two to three weeks. Newsletters, brochures, and manuals have caught on fast because DTP eliminates the tedious cut-and-paste routine."

How much can you save?

Substantial cost savings are claimed for DTP. James Copland, president, Laser Friendly, Sunnyvale, CA, a DTP software firm, says, "For a twenty-page parts list or catalogue, typical typographic costs might be $40 to $60 a page, or $800 to $1,200 altogether. Plus it might take as long as two weeks for typesetting, proofing, author's corrections, and client approval. Creating the same document internally with DTP might cost only $150 and take a day or two at the most."

Faster payback, too, is cited as another DTP virtue. Interleaf's George Potter insists that "customers say their paybacks run from six to eighteen months." Adds Arlene E. Karsh, director of computer publishing systems market requirements service for CAP International, a Marshfield, MA, research firm: "Depending on your volume, you can cost justify DTP in three to twelve months." Of course, the fact that the PC will be used for other functions besides DTP accelerates the payback.

How much will you pay?

To take advantage of DTP's many-splendored promises, marketers can expect to pay between $10,000 and $15,000 for a first-class DTP system, which would include a PC (preferably PC-XT or -AT class with a hard disk), graphics card, monitor, laser printer, scanner (for photographs and similar image products), and software.

Those price tags have crimped DTP's market penetration. The Sierra Group's survey revealed that whereas 32% of corporations in the $1 billion-plus class and 39% of those in the $500 million–$1 billion group bought DTP applications, the ratio among those under $100 million was much smaller—18%. DTP's first buyers, says Marty Gruhn, "are those with big bucks. The $500 million to $1 billion corporations lead the way because they're on the verge of very large growth and are very image-conscious."

Murray Disman, president, International Planning Information, Redwood City, CA, thinks only one-third, 32%, of the 3.6 million companies in business today are candidates for any form of computer-aided publishing (CAP). Citing a report, *Business Opportunities in Computer-Aided Publishing: 1987-1991*, by Intertec Development, Los Altos, CA, that he is marketing, Disman says only companies with annual revenues exceeding $700,000 are potential prospects. Those below that level, he adds, do not spend enough on printing and publishing to justify CAP and will farm their work out to local print shops.

Hoping to make DTP more palatable by simplifying buying choices, major vendors market complete systems comprised of their own gear and, where holes exist, products from firms they have made strategic alliances with. Price tags of such systems, according to Joan-Carol Brightman, senior analyst-electronic publishing research for International Data Corp. (IDC), the Fra-

As desktop publishing market mushrooms

	1986 Shipments (Thous. Units)	1991 Shipments (Thous. Units)	Avg. Annual Growth Rate
Microcomputers	61,800	502,000	52%
Laser printers	78,300	377,400	37
Software	83,800	532,040	45
Graphic displays	20,380	395,780	81
Scanners	2,500	75,500	98
Total	246,780	1,883,120	46%

. . . IBM adds another notch to its belt

Microcomputers	1986 Shipments (Thous. Units)	Market Share	1987-91 Shipments (Aggregate Units)	Market Share
Apple compatible	45,000	72%	730,500	44%
IBM compatible	15,000	24	898,000	54
Other vendors	1,800	3	40,500	2
Total	61,800	100%*	1,669,000	100%

*Details may not add to total due to rounding.

Source: Intertec Development Corp., *Business Opportunities in Computer-Aided Publishing: 1987-91*, marketed by International Planning Information

' Sales & Marketing Management

mingham, MA, research firm, range from $7,995 (AST Research) and $9,995 (Xerox) at the low end to $14,260 (Wang) and $14,685 (DEC) at the high end. However, Xerox and Wang do not include a scanner, which can add another $2,000-$4,000 to the bill, and AST Research omits software, which runs from $500 to $1,000.

Software choice is critical, and the user gets what he pays for. "You can pay $495 for Aldus's PageMaker, but you can only lay out a page at a time," cautions Kevin Howard, marketing communications manager, Seybold Seminars, Malibu, CA, "or you can put up $895 for Xerox's Ventura, which lets you develop a style sheet for the whole document at one time."

Prices will drift downward as unit shipments ramp up, vendors exploit technological advances, and the scramble for market share heats up. William J. Dorman, president of Dorman Associates, a Marshfield, MA, research firm, looks for "declines on the order of ten percent a year." In real terms, the falloff will be faster because as prices drop, equipment performance will improve.

Hardware prices will shrink faster than software tags because that's where most technological breakthroughs occur and the latter is labor-intensive. "Making copies of software is cheap," observes Apple's James Harper, "but it takes a lot of programmers to develop the

Apple vs. Big Blue

A confluence of technological advances—decreasing memory costs, high-resolution, full-page laser printers, and cost-effective integration of graphics and text—will give DTP the potential for moving from today's niche market to the mainstream.

As DTP vendors strive to exploit these advances, things will become much more turbulent. Says Interconsult's Woodrow Vandever, "This year will see a seismic shift from a market dominated by Apple and characterized by many young innovative companies to one where the major companies who will have the lion's share of the business in the future have entered the game."

Indeed, Apple, whose penetration of the corporate market is strictly due to the Macintosh's DTP success, currently stands astride the DTP market like a colossus. Last year, according to Intertec's report on computer-aided publishing, Apple had 75% of the revenues in microcomputers, 58% in laser printers, 13% in hardware subsystems and components, and 19% in software.

However, Apple now faces a rising tide of challengers who are developing DTP applications for the vast installed base of IBM PCs and their compatibles. IBM itself, which formed a publishing systems unit in mid-1986, targeted DTP with one of the models among the new generation PS/2 family unveiled in April. Dataquest's Ajit Kapoor, director of electronic publishing market analysis, thinks that "Apple's biggest obstacle as it tries to capitalize on the Macintosh's success will be the vast installed base of MS-DOS PCs (IBM PCs and compatibles)," which he puts at 11 million-12 million units vs. 1 million Macs.

Conceding that Apple faces market share erosion, James Harper insists, "We're strongly committed to staying ahead. We're into our second generation Macintosh while everybody else is just getting their feet wet. MS-DOS has always been very weak in graphics. Not until 1989 will IBM be even close to where the Mac is today, and by then we will be that much further ahead of them."

Maybe so, but consultants generally believe IBM's sheer marketing momentum will make DTP another notch in Big Blue's belt.

Interleaf Inc.'s system, while allowing great flexibility in page design, can also meet strict formatting guidelines.

Making the sales close more persuasive

Proposal writing and sales presentations are made into more effective closing tools by desktop publishing's capability for merging text and graphics as well as by shorter turnaround times in the preparation phase.

William H. Howell, founder and head of Howell and Associates, a Los Angeles firm specializing in institutional architecture, found that out when he and his staff became bogged down in responding to requests for proposals. Using typewriters, typesetters, and professional copy services, it took him up to three days to prepare forms that often ran in excess of 100 pages and a week to prepare architectural hand-lettered presentation boards.

"Although I didn't know much about computers," Howell recalls, "I knew I needed flexibility and expandability, something that could handle design and chart graphics and that offered extras like a spelling checker and easy word processing." He also wanted an "inexpensive" way to dress up the presentations and proposals he offers early in the sales cycle, as well as a graphics capability for producing custom sales charts quickly.

He settled on the 5000 Integrated Workstation marketed by NBI, Boulder, CO, designed to allow nontechnical people to create complex documents containing text, data, and graphics. Howell paid $20,000 for the souped-up PC, plus $5,000 for an Apple LaserWriter.

Productivity gains were dramatic. Howell says spec presentations that used to take three days to format, type, and produce are now turned around in hours. Preparing the outsize illustration boards now takes a day.

He also uses the 5000 to customize brochures for each client presentation, relying on the near-typeset-print quality to showcase the company's professionalism. Using the Chart and Design Graphics software that comes with the workstation, he designs illustration boards used in presentations.

"I especially like the flexibility in typefaces and fonts," Howell says. "They add a sharp look to our presentations, and that's critical."

Capitalizing on increased business, Howell recently hired six more associates, raising the company work force to 17 vs. the one-man operation he ran two and a half years ago.

original idea—and you have to pay them." Software price inelasticity won't be a sticking point, InfoCorp's William Higgs feels, "because it represents only ten percent of the total buy. Also, when all the hardware is sitting around, people will pay substantially to make it run."

The color of the future

In addition to lower prices, vendors bank on product improvements to build a mass market for DTP. Color printers, which PARG's Jan Lewis calls "DTP's sticking point right now," loom as the next big action area, according to Woodrow Vandever, executive vice president, Interconsult, a Cambridge, MA, research firm. "They'll be coming out fairly soon, starting with improved presentation graphics. The thing to understand is that we have a whole generation that grew up with color TV. Color is accepted as useful; it's not a question of esthetics any more."

Seybold's Kevin Howard isn't that optimistic on the timing and thinks it'll be another 4-5 years before "color printer prices come down to what the market wants to spend. A considerable amount of expense is involved in getting into color." Apple Computer's James Harper thinks faster laser printers than today's 5-20 pages-per-minute models will debut soon, while others stress that vendors must move from today's 300 dots-per-inch closer to typesetting's 1,000 dots-per-inch.

Also needed to make DTP more popular: low-cost, improved scanners (for inputting material without keyboarding) that digitize images, provide optical character recognition for text, retain the format of original documents, and consume less memory.

There's general agreement that DTP software must become much easier to use if the technology is to attract a broader community of end users. "DTP software today has a strong graphic arts orientation," posits CAP International's Arlene Karsh, "and requires that the sales executive, for example, learn layout design and become familiar with composition terms and functions. Even those programs that operate with helpful interfaces, such as the mouse and icons, require that kind of knowledge as a prerequisite."

In the future, then, look for DTP software to move toward the simplicity of word processing programs.

Thayer C. Taylor, Senior Editor

Michael J. Muhney, executive vice president of marketing, who was formerly an IBM marketing representative.

Drawing on their sales backgrounds, the two developed a program for laptops, which, they say, "integrates sales functions with desktop functions using customizable information fields and pop-up windows for an easy-to-use effective account management." Priced at $395, ACT requires 420K memory and is IBM-compatible (MS-DOS version 2.0 or higher).

Computer highlight

Uneasy lies IBM's crown

Despite IBM's efforts to convince analysts and the news media that its new PS/2 line of PCs is a success, International Data Corp. (IDC) predicts that Big Blue will suffer continued market share erosion this year. In a recent client briefing, the research firm said IBM's PC shipments will rise this year.

This year's winning hand, ac-

PCs top 10: goodbye and hello

Vendor	Market Share 1987	1986	% Change 1986–87
IBM	21.50%	21.90%	− 2%
Apple	18.00	17.30	+ 4
Commodore	13.50	14.90	− 10
Tandy	12.00	9.50	+ 26
Atari	3.50	4.00	− 13
Compaq	3.40	3.40	N.C.
Leading Edge	3.00	3.00	N.C.
Zenith	3.00	2.20	+ 36
PCs Ltd.	3.00	1.10	+172
Hewlett-Packard	2.30	2.30	N.C.
Other	16.80	18.80	− 11

Note: U.S. shipments.
N.A.—Not available.
N.C.—No change.
Source: International Data Corp., *PC/Small Systems Advisory Service*

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cording to IDC's projections, will be held by Michael Dell, youthful head of PCs Limited, Dallas, which will roar from nowhere to land among the top 10, ousting AT&T. IDC analyst Tom Roberts credits Dell with "aggressive pricing and creative distribution and support agreements." He sees AT&T's shipments tumbling from 170,000 PCs in 1986 to "well under 100,000" this year.

If such a drop materializes, it's widely expected that AT&T will pull out of the industry. Reportedly, it would spin its Data Systems Div. into a joint venture with its PC supplier, Ing. C. Olivetti & Co.

Thayer C. Taylor, Senior Editor

SOFTWARE DIRECTORY ADDITIONS

The following vendors should be added to your copy of S&MM's *Directory of PC-based Sales and Marketing Applications Software* (December 1986). A new directory will appear in December 1987.

ACCOUNT MANAGEMENT
Profit Management Systems
Outcome
Designed for products sold to multiple decision makers, program provides customer data management, past contact records, sales objectives, decision makers involved, ideal customer match, task delegation with follow-up.
160K
$500/salesperson
IBM PCs, compatibles; Xenix operating system
Demo disk available
Profit Management Systems, Inc., 9800 Fourth St. North, St. Petersburg, FL 33702 (813-578-0190)

LEAD TRACKING
Breakthrough Productions
Market Master
Organizes lead follow-ups systematically, generates activity reports and letters, produces to-do lists.
512K, preferably with hard disk
$275
Enhanced Macintosh, Macintosh Plus
60-day trial copy/$25
Breakthrough Productions, 10659 Caminito Cascara, San Diego, CA 92108 (619-281-6174)

SourceMate Information Systems
TelemarketMate
Tracks and organizes data on companies, clients, contacts, or prospects according to 58 classifications;, includes pop-up notepad for recording telephone conversation notes.
128K
$495
IBM PC-XT, -AT, compatibles
SourceMate Information Systems Inc., 20 Sunnyside Ave., Mill Valley, CA 94941-1928 (800-228-8896)

MEETINGS
Marketech International
MSSP (Meeting Site Selection Program)
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128K
$265
IBM PCs, compatibles; color monitor; DOS 2.0 or higher
Demo disk $7.50
Marketech International, P.O. Box 366, Far Hills, NJ 07931 (201-204-0933)

TELEMARKETING
Remote Control Computer Support Group
TeleMagic
Menu-driven for novice, and command-driven for experienced user. Built-in scripting feature allows unlimited variety of sales presentations instantly modified to prospect's responses, all completed with tailored "close."
320K
$95 single user; $145 per user multicopy version
IBM PCs, compatibles
Remote Control Computer Support Group, 1320 Ocean Ave., Del Mar CA, 92014 (800-992-9952)

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FEATURES

50 **ARE YOU KEEPING UP WITH YOUR PEERS?**
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EDITOR'S SIDE POCKET

LOFTY ASPIRATIONS

Once, in a previous incarnation, I was editor of a business magazine for physicians. As was the custom there, outside manuscripts were reviewed by various editors, who wrote their comments on a cover sheet, and then the entire package landed on my desk. On this particular occasion, I received a humor piece by a fellow who was usually very funny indeed. But humor, as you know, is a very fragile thing. One man's belly laugh is another's . . . . Well, even though a few of the editors thought it publishable, I didn't, and I said so on the cover sheet. What I actually said, I am embarrassed to relate now, was ". . . this ms. tries hard, but it doesn't take off and fly." The articles editor then wrote the doctor of our decision. Whether out of mischief or for some other reason, she quoted my crack word for word in her letter. A week later the first page of the manuscript was returned to me—folded in the shape of a paper airline.

That story comes to mind as I think about last month when, in this space, I told you how our redesign for *Sales & Marketing Management* was going to make our magazine fly higher than ever before. Now, it's out of our hands, so to speak; it's up to you to say how far we've gotten off the ground. I hope we've fulfilled most of the expectations I raised last month, and I believe we can fulfill the rest of them in the months to come. If not, tell me why. If your comments are meant seriously, I'll reply to them seriously; even if not, I'll take you seriously.

Just don't send me any paper airplanes.

A couple of issues ago, you may recall, I scorned the trend among corporations to "get with it" (as we used to say in simpler times) by changing their names. As a result, we are faced with such supremely forgettable entities as World Corp, Maxus, and Univision.

This name-changing is the work of consultants who charge either a good deal of money or a great deal of money for their efforts. If I haven't persuaded you to hold on to your moniker despite the whims of fashion, at least now I can tell you there's a cheaper way to pick a new one. I've just been informed there are $99 software packages available that name new products and create slogans: NAMER, which contains an electronic thesaurus, is already responsible for such names as "NuVu," for a high-resolution CRT, and InSITE (*S*oftware *I*ntegration & *T*echnology *E*ngineering) for an information engineering facility. Then there's HEADLINER, which holds more than 33,000 clichés, proverbs, and idioms in the bowels of its databases. It has already generated such gems as "For All the *Sight* Reasons" for a graphic display and "To Each His *Phone*" for a regional telephone company. Clever, but we suffer from a surfeit of cleverness these days, so your $99 investment may not be as great a bargain as you think.

Cleverness may have been in part responsible for getting the U.S. auto industry into trouble. According to a recent study conducted by Landor Associates, which calls itself "the world's largest image management consultant" (and who am I to argue with that), U.S. cars suffer from "weak imagery." Apparently, says Landor, the U.S. manufacturers' strategy of multilevel branding is confusing the customers. No Detroit products scored highest in any of the positive image categories. The winners? Most prestigious: Lamborghini. Most luxurious: Mercedes. Most reliable: Mercedes. Most practical: Honda. Now for the negatives. Least prestigious: Volkswagen. As for the "least sporty/fun" category, America has the dubious distinction of preempting all five positions (Cadillac, Chrysler, Oldsmobile, Buick, Mercury). The French may have a problem as serious as ours: Of the five cars judged "least reliable," three (Fiat, Renault, Peugeot) were French; the other two were American (Jeep and Pontiac).

These are the kinds of problems, I fear, that will take more than "image management" to solve.

Editor

SALES & MARKETING
MANAGEMENT

EDITOR: A.J. Vogl

EXECUTIVE EDITOR: Louise I. Driben
MANAGING EDITOR: Al Urbanski
GENERAL EDITOR: Martin Everett
SENIOR EDITORS: Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial

COPY EDITOR: Wendy Svanoe
ASSOCIATE EDITOR: Bristol Voss
ASSISTANT EDITORS: Pearl Reid, Feioma Borden

BUREAUS: Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

ART DIRECTOR: Ken Surabian
ASSISTANT ART DIRECTOR: Cynthia Stoddard
PRODUCTION EDITOR: Ron Tyska

CONTRIBUTING EDITORS:
Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Rayna Skolnik, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

READER INQUIRY: Bristol Voss, 212-984-2241

ADVERTISING PRODUCTION: Fern E. Greenberg
PROMOTION: Andrea Naso Nord
ADVERTISING SALES DIRECTOR: Donald J. Kilmartin
CIRCULATION DIRECTOR: William D. Kummel
BUSINESS MANAGER: Joseph J. Furey
PUBLISHER: Joseph M. Migliore

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street. Expanding the bank's customer base is the goal; consequently Lewin's sales team doesn't try to sell to existing Security depositors, but rather cultivates potential new ones.

The team visits boat, aircraft, and mobile home dealers and sells them on the merits of customers financing their purchases through Security Pacific. Dealers who are convinced contact the bank's salesperson when they have a hot prospect. The salesman then meets the would-be buyer at the airport, marina, or mobile home sales office and works out the financing. The loan is processed at the bank's central loan processing center, speeding up approval time and freeing branch personnel, who sport "personal banker" name tags, to function as just that.

Not having to worry about credit issues and other banking problems means Lewin's sales force is made up of 100% full-time salespeople, which he says they have to be. "To be a good salesman," he says, "you have to get up in the morning, and know that's what you're going to do all day. If you have to worry about other things, you can't be as effective."

The small business sales force calls on businesses to find out what their problems are and how Security can help. This is a new experience for most small businessmen, who, Lewin says, don't have much contact with their bankers and generally don't like them. "The only time they have contact with their bank is when they make a deposit. When they have a problem they don't discuss it with their bankers," he says.

The aim of all this, says Lewin, is to stay the competition, and the key to realizing this goal is building an expanded and loyal customer base through better and more aggressive customer service.

SALESGRAPH

FAVORITES IN THE ELECTRONIC HOUSEHOLD

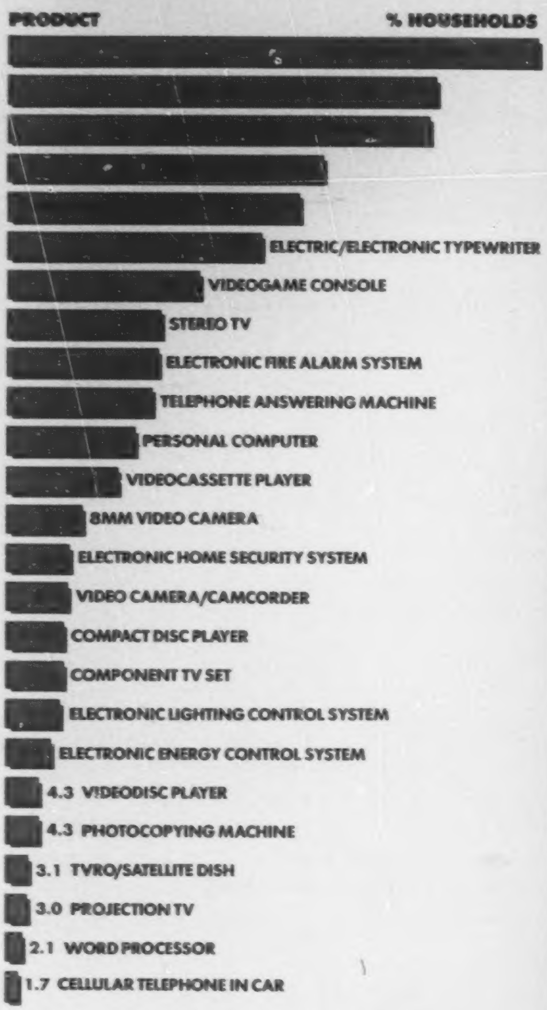
Lower prices, increased functions, and ease of use have put microwave ovens in 7 out of 10 households, according to LINK Resources's annual survey of the electronic gear used in today's homes (see table).

Conducted during this year's first quarter by the New York City–based subsidiary of International Data Corp., LINK's survey gathered data from a nationally projectable sample of 2,512 households.

The results indicate that the fastest increases between 1986 and 1987 were recorded by compact disc players, which more than doubled their standing, and photocopying machines, up 50%, reports senior research associate Jeannette Noyes. The latter's growth, along with the appearance of word processors, reflects the burgeoning work-at-home market.

Projection TV, a product whose oft-predicted boom has never materialized, is in only 3% of homes. And, with the availability of 25" and 27" TVs blunting its appeal, she doubts that the extra large screen will ever become a popular consumer item. Cellular phones proved the least popular of the products measured by LINK; according to Noyes, they're "cost prohibitive as consumer items in the near future."

CONSUMER ELECTRONIC EQUIPMENT HOUSEHOLD PENETRATION



*ADJUSTED TO REFLECT SAMPLING IRREGULARITY.
**PENETRATION IN STEREO COMPONENT HOUSEHOLDS.

SOURCE: LINK RESOURCES, 1987 HOME MEDIA CONSUMER SURVEY

SALES MANAGEMENT

ORDERING AROUND THE CLOCK

It's 8 p.m., and you'd love to call in that terrific sale you just closed but you'll have to wait until morning, right? Not necessarily.

Voice mail, as executives at Stanley-Vidmar are finding out, gives sales representatives a place to call 24-hours-a-day, 7-days-a-week. The computer-based system acts as an "electronic mailbox," allowing salespeople to leave and receive individualized messages by dialing an assigned code.

It also keeps track of who called, when they called, and who is (or isn't) picking up his messages. "So far it's worked out very well," says John L. Tillman, manager of marketing at Stanley-Vidmar, an Allentown, PA, manufacturer and marketer of industrial storage drawers. "There's a lot less confusion because questions can be asked and answered without our sales engineers or inside salespeople having to wait for each other's returned calls."

ARE YOU KEEPING UP WITH YOUR PEERS?

Our latest survey shows that sales and marketing chiefs are doing quite well, thank you.

BY AL URBANSKI,
MANAGING EDITOR

Go figure it: Directors of U.S. companies pored over their bad numbers in 1986, when corporate sales dipped for the first time in five years, and decided to reward chief sales and marketing executives with their biggest compensation hikes in five years (see Table 1).

Results of a nationwide survey of executive compensation prepared exclusively for *Sales & Marketing Management* by pay consultant Sibson & Company show America's sales and marketing chiefs ringing up 14.5% average increases in total compensation this year after netting paltry raises of 6.1% in 1986 (see 1986 salary listings, page 55). During the same period, increases averaged 21.3% for CEOs, 19% for top manufacturing executives, and 17.2% for chief financial officers.

Traditionally, pay increases for top managers are pegged directly to the previous year's sales and profit performances. So why the big raises when 1986 sales for Fortune 500 companies were down for the first time since 1982 and profits for the same group dropped off nearly 7%?

One theory is that Wall Street is exerting more influence on the executive pay formula. Despite dwindling sales and profits, the market value of America's 500 most valuable companies was up 14.3% in 1986. "There's increasing pressure to measure corporate performance in shareholder value," says Mark Blessington, Sibson's national practice leader for sales management. "So it's really quite possible that a company's common stock value has more of an effect on executive incentive payouts than profitability."

Another explanation is that the adjustment was needed to offset the low 6.1% increase of 1986. "It's difficult to keep top-quality executive talent if your raises are consistently low," says Blessington.

A third possible explanation is that 1986 performance, though poor, exceeded expectations. While corporate profits dropped 7% last year, they plummeted 19% in 1985—a driving factor behind 1986's low pay increase. This "poor, but better than what we feared" scenario suggests that low objectives were exceeded in 1986, resulting in higher incentive payouts for sales and marketing executives in 1987.

DIMINISHED ROLE FOR SALES?

A look back at Sibson surveys over the past few years shows that the largest compensation increases among sales and marketing executives are being won by the heads of marketing. From 1983 to 1987, the marketing chief has earned a 40% cumulative increase in total compensation versus only 28% for the top sales executive (Table 2).

This could reflect a long-standing trend for companies to become marketing oriented, placing increased strain on the head of marketing to bolster market share. Similar increases have been paid to manufacturing executives for increasing productivity and to chief financial officers for their role in the takeover wars. Sales executives, meanwhile, may be becoming the odd-men-out in the corporate planning picture. "Top sales executives need to find a more strategic role to play if they're to reverse the trend of being on the bottom of the pay increase pile," says Blessington.

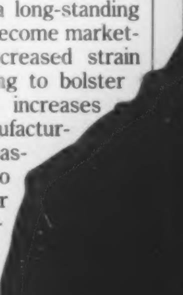
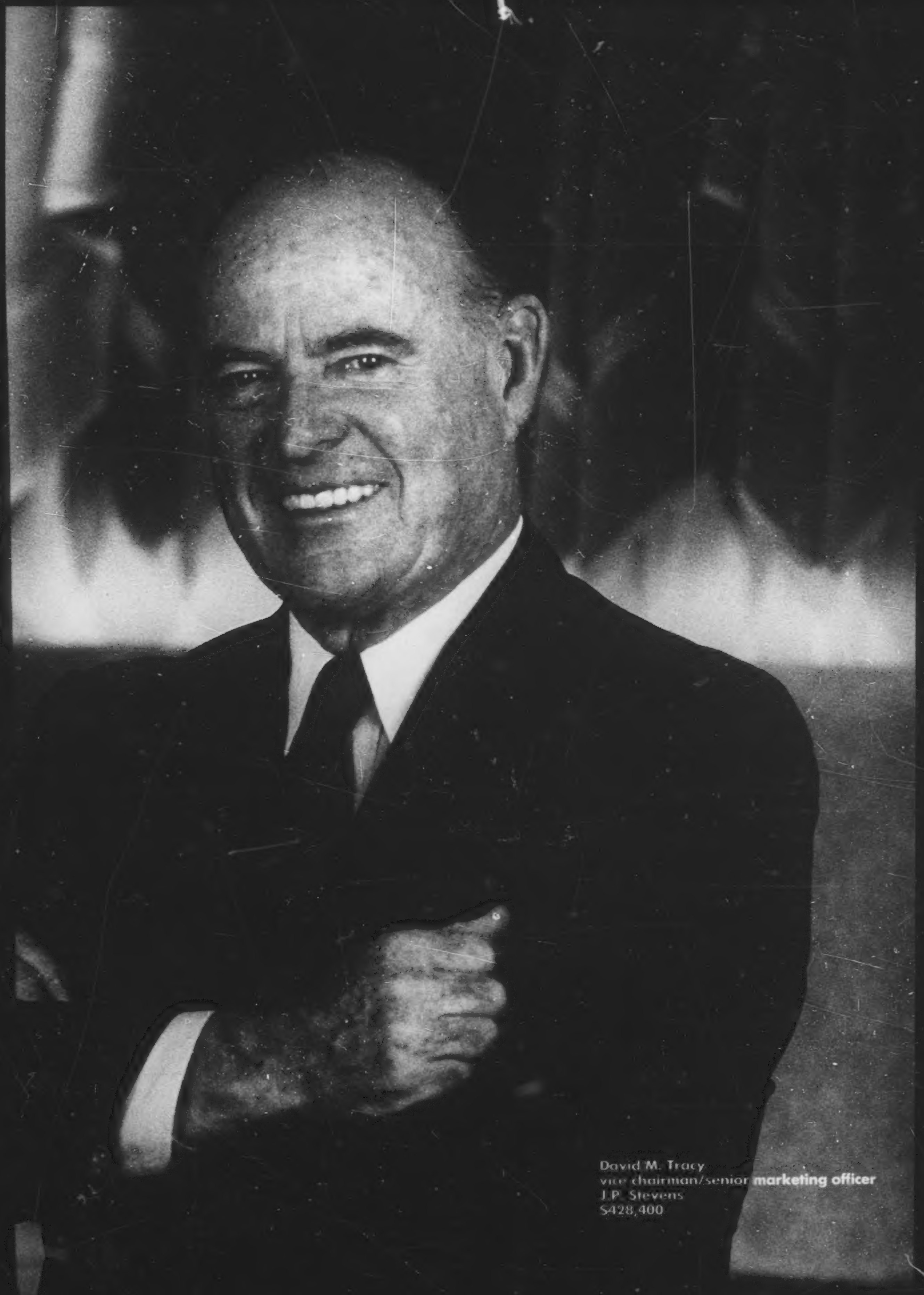


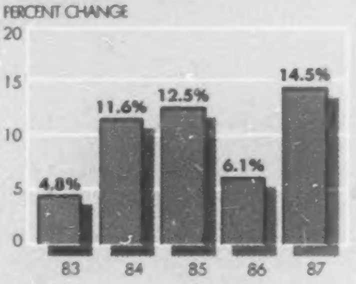
PHOTO BY BILL KELLY



David M. Tracy
vice chairman/senior marketing officer
J.P. Stevens
$428,400

TABLE 1

RAISES OVER LAST FIVE YEARS



PERCENT CHANGE IN TOTAL COMPENSATION FOR CHIEF SALES AND MARKETING EXECUTIVES.

TABLE 3

AVERAGE 1987 PAY BY COMPANY SIZE

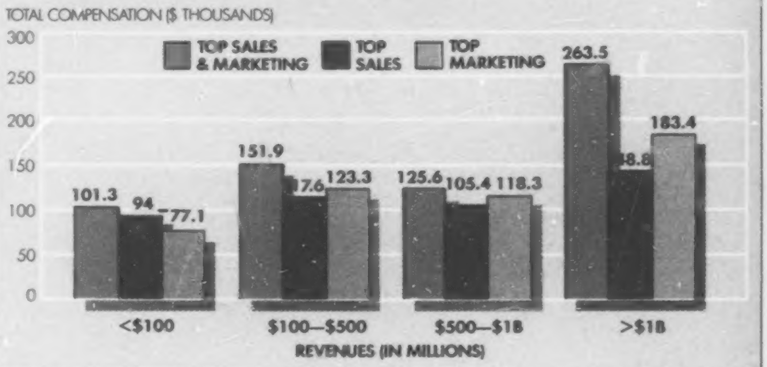


TABLE 2

TOTAL HIKES IN PAY 1983-1987

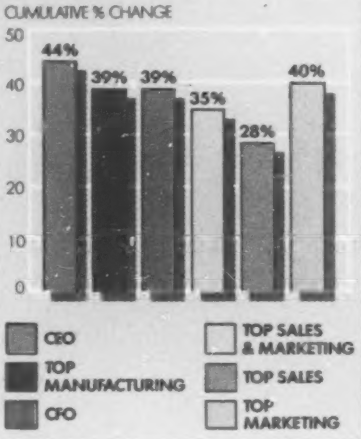


TABLE 4

TOTAL 1987 COMPENSATION BY INDUSTRY TYPE

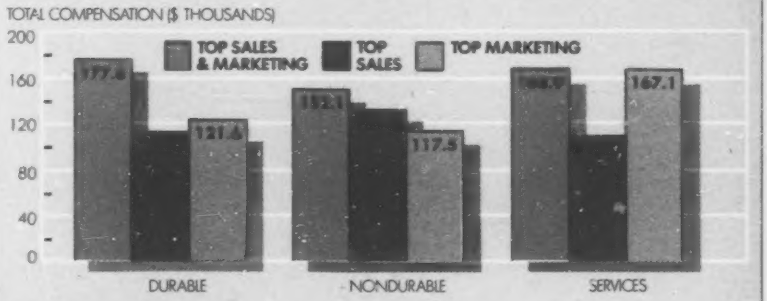
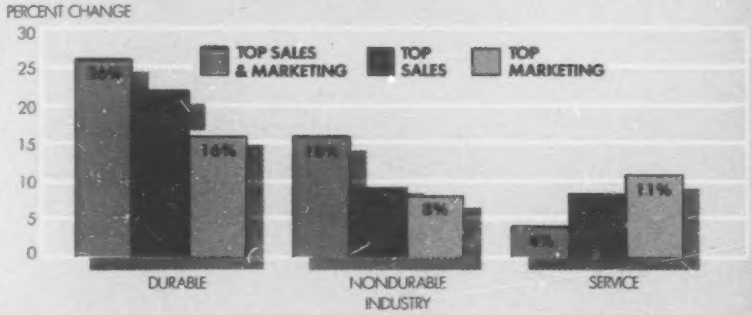


TABLE 5

1987 RAISES BY INDUSTRY TYPE



TYPES OF COMPANIES SURVEYED BY SIBSON

DURABLE GOODS

AUTOMOTIVE & TRANSPORTATION EQUIPMENT
AEROSPACE
BUILDING PRODUCTS
COMPUTERS & OFFICE EQUIPMENT
ELECTRICAL
FABRICATED METAL PRODUCTS
HEAVY EQUIPMENT
MACHINE TOOLS
METALS & MINING
PRECISION INSTRUMENTS
STEEL

NONDURABLE GOODS

APPAREL
CHEMICALS
CONSUMER & FOOD PRODUCTS
FOREST & PAPER PRODUCTS
PACKAGING & CONTAINERS
PHARMACEUTICALS
TEXTILES

SERVICES

ADVERTISING
AGRICULTURAL SERVICES
COMMUNICATIONS & BROADCASTING
CONSTRUCTION
HEALTH CARE
INFORMATION SERVICES
LODGING & FOOD SERVICES
PETROLEUM SERVICES
PUBLISHING & PRINTING
RECREATION & LEISURE
REAL ESTATE
RETAIL & WHOLESALE TRADE
TRANSPORTATION

PAY BY COMPANY SIZE

Interestingly, sales executives at smaller companies are paid more on average than their marketing counterparts, while the situation is reversed at larger companies (Table 3). "Heads of sales at the smaller companies we've surveyed have a bigger impact on the customer," explains Blessington. "They tend to play a dual sales and marketing role with small marketing staffs reporting to them."

While the compensation gap is wide between very small and very large companies, there's a surprisingly small difference in pay among sales and marketing executives at companies with sales between $100 million and $1 billion. Also note that executives with both sales and marketing in their titles at companies with more than $1 billion in sales earn a great deal more than heads of sales or heads of marketing. In an industry breakdown, this same pattern is evident among durable goods companies—manufacturers of such products as heavy equipment, computers, and steel—where executives who are in charge of both sales and marketing out-earned heads of sales and heads of marketing by an average of almost $60,000 (Table 4).

Meanwhile, pay levels among different sales and marketing titles are not nearly as predictable in service industries and at nondurable goods companies selling products such as chemicals, consumer package goods, and paper. "The pecking order is less discernible in these industries," says Blessington. "At a single company, you can have a head of sales of one division who's at the same corporate management level as the top sales and marketing executive of another division."

Other notable industry patterns:

- In nondurables, the top sales executive makes more than the top marketing executive.
- In services, marketing executives earn as much as sales/marketing chiefs and much more than heads of sales.
- Durable goods sales and marketing executives won the largest raises in 1987 (Table 5).

A deeper look at industry pay comparisons only adds to the confusion of explaining 1987's big increases. Raises for sales and marketing executives at service companies followed the traditional pattern: a 10% pay hike in 1987 following a 10.3% sales jump in 1986. But at durable goods companies, executives received whopping 20% raises on a measly 6.5% sales increase. "Our best guess is that the huge raises in durable goods were based on the big

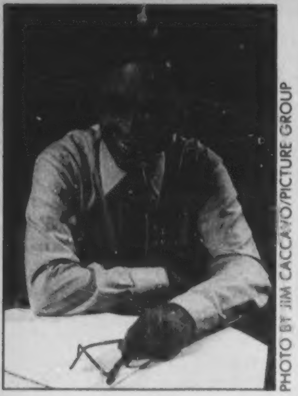


PHOTO BY JIM CACCAVO/PICTURE GROUP

▲ Top: Gerald V. Cleary, vice president, sales, Tonka Corp., $136,505; above: R.L. deKozan, vice president, marketing, Cubic Corp. $128,974

◀ Elizabeth E. Tomaszewicz, vice president, sales, Advanced Systems, $151,035

▲ Bernard S. Appel, exec. vice president, marketing, Radio Shack Div., Tandy Corp., $457,768

rise in the market values of these companies," says Blessington.

DOLLAR SIGNS FOR '88

The moral of the story, if there is one, is that the financial tornado stirred up by spin-offs, mergers, and acquisitions is ripping the roof off the traditional executive pay model. "In previous years, you could look at sales and profit increases and make a good correlation to pay raises," says Blessington. "But with all this buying and selling of companies, sales numbers get distorted." So if you're keeping score for 1988, be warned that bringing home big sales increases may be worth fewer points than achieving specific goals set down by top management.

But don't be discouraged. This year's hefty pay raise promises to be a sign of even bigger bucks ahead for the country's sales and marketing elite. "If it's true that incentive pay is now more heavily influenced by company market value," says Blessington, "then this year's bull market is sure to bode well for compensation in 1988." Sibson's forecast: Sales and marketing executives can look forward to an average pay hike of 16.5% next year.

This overview of 1987 pay for sales and marketing's top dogs was produced for Sales & Marketing Management *by Sibson & Company, the Princeton, NJ, compensation consultant. Statistics provided for this story were extracted from Sibson's annual survey of executive compensation conducted in June and July among 250 companies with revenues ranging from $25 million to $4 billion.*

A Salary Sampler

Averages, medians, and means are one thing; quite another are individual people, and that's when salary figures really hit home. To give you a sense of what your peers make, we've compiled this sampler of 1986 compensation totals of 100 top sales and marketing executives from companies representing a wide spectrum of sales volumes and industry classifications. Pay totals include salaries, fees, bonuses, commissions, and long-term gains paid in 1986.

Keep in mind that executives in our sampler are all among the five highest-paid people at their companies. For this reason, their average 1986 pay packages generally exceed the 1987 standards set down by compensation consultant Sibson & Company on the preceding pages.

Numbers for this year's crop prove once again that the bigger the company you work for, the fatter your paycheck will be. Here's the average pay by company size for executives on our list:

Revenues	Avg. Compensation
$1 billion and above	$289,100
$500 million to $1 billion	254,500
$100 million to $500 million	177,200
Below $100 million	153,700

Of the Top 20 earners, 13 work for companies with sales volumes of more than $1 billion, though this year's out-and-out compensation champ comes from a company with only $277 million in revenues.

Taking down annual pay in the $700,000–$800,000 range over the last five years, Russ Togs's Irving Rousso has been a perennial on the *Sales & Marketing Management* list. But in 1986, Rousso, 62, hit the jackpot with $1.2 million in total compensation—$475,00 in base salary and a $781,500 bonus based on a percentage of pretax earnings over an unspecified number of years. A founder of the New York City apparel company along with brother Eli, Russ Togs's president, Rousso retired earlier this year.

There are two other seeming aberrations on the Top 20 list. Christopher Kenber, 43, of Micom Systems, a Simi Valley, CA, maker of communications equipment with sales of $190 million, finished in fourth place even though his company registered a 58% profit drop in 1986. It should be noted that his total compensation of $437,731 included a $153,000 "special bonus" paid to Kenber upon exercising stock options granted in 1984. Kenber recently left Micom for Dest in Milpitas, CA. Similarly, Floating Point Systems's John Harte, 42, broke the upper pay echelon by cashing in on a five-year accrued bonus of $156,638 in a year when his $89 million Portland, OR, company posted a staggering net loss of $14 million. His total for the year: $316,638. Harte has since left Floating Point for Alliant Computer Systems in Littleton, MA.

It's no big surprise that Digital Equipment Corp.'s John Smith, 52, and John Shields, 48, both landed near the top with identical earnings of $405,002. 1986 was a breakthrough year for the Maynard, MA, computer giant, which saw net profits soar 61% to a record $617 million.

Computer-related companies are especially well represented on this year's list, though transportation firms also made a healthy showing. Eight airline executives are named in our compensation rundown, led by American Airlines's Thomas Plaskett. His total package of $397,500 included a $168,750 bonus paid out in 1986, American's fourth straight profitable year. Plaskett left American in late 1986 to take over as president of Continental Airlines and recently resigned from that position as well.

Two women qualified for this year's earnings honor roll. Victoria Brown, 40, made $237,000 in her second year as senior vice president of sales and marketing at Timeplex, a Woodcliff Lake, NJ, manufacturer of data communications equipment. And Elizabeth Tomaszewicz, 41, earned $151,035 as the top sales executive of Advanced Systems, an Arlington Heights, IL, distributor of training courses.

As is the case with Sibson's 1987 compensation survey, executives on our list who are in charge of both sales and marketing were the highest earners, taking in an average of $246,900. They were followed by marketing executives, at $214,600, and heads of sales with $169,400.

PHOTO BY HOLLY KUPER

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INDIVIDUAL & TITLE	COMPANY & INDUSTRY	SALES [$ MIL.]	NET PROFIT (LOSS) [$ MIL.]	% CHANGE 1985–86	COMPENSATION
Irving L. Rousso,* exec. v.p., sales & merchandising	Russ Togs, *apparel*	$274	$14	26%	**$1,256,500**
William C. Campbell, exec. v.p., sales & marketing	Apple Computer, *computers*	1,902	154	151	**480,432**
Bernard S. Appel, exec. v.p. marketing of Radio Shack	Tandy, *consumer electronics*	3,036	198	5	**457,768**
Christopher G. Kenber, corp. v.p., marketing operations	Micom Systems, *communications equipment*	190	11	58	**437,731**
David M. Tracy, vice chmn./sr. marketing officer	J.P. Stevens, *textiles*	1,672	94	**	**428,400**
Norman A. Myers, vice chmn./chief marketing officer	Browning-Ferris, *waste disposal*	1,328	137	22	**427,800**
David R. Whitwam, vice chmn./chief marketing officer	Whirlpool, *household appliances*	4,009	200	10	**426,833**
John J. Shields, sr. v.p., sales & services of Industry Channels Marketing Int'l	Digital Equipment, *computers*	7,590	617	38	**405,002**
John F. Smith, sr. v.p., engineering, manufacturing & product marketing	Digital Equipment, *computers*	7,590	617	38	**405,002**
Peter S. Redding, v.p., marketing	Standard Register, *business forms*	562	33	3	**402,001**
Thomas G. Plaskett, sr. v.p., marketing	American Airlines, *airlines*	6,018	279	−19	**397,500**
Earl B. Reed, sr. v.p., marketing	Snap on Tools, *hardware*	670	66	10	**372,186**
James M. Gill, sr. v.p., product sales	Ethyl, *chemicals*	653	62	42	**348,938**
A.L. Johnson, exec. v.p., merchandise & sales	Wal-Mart Stores, *retail*	8,452	328	21	**325,000**
W.L. Brubaker, v.p., sales	Prime Computer, *computers*	860	47	−19	**321,659**
John M. Harte, v.p., marketing	Floating P[illegible]ystems, *computers*	89	(14)	—	**316,638**
R.R. Hemminghaus, exec. v.p. of Diamond Shamrock Refining & Marketing Company	Diamond Shamrock, *oil refining*	2,544	(116)	**	**290,700**
Richard A. McKinnon, exec. v.p., marketing & planning	Pan Am, *airlines*	3,039	(324)	**	**275,000**
John V. Guckien, exec. v.p., marketing	Dean Foods, *food processing*	1,269	41	11	**268,854**
W. Roger Curry, sr. v.p., marketing	Consolidated Freightways, *transportation*	2,125	89	12	**267,601**
Joseph F. Leonardo, pres., Charter Marketing	The Charter Company, *oil refining*	2	153	***	**265,295**
Ian R.G. Edmonds,[1] v.p., systems & product marketing	Prime Computer, *computers*	860	47	−19	**263,650**
John H. Fellows, v.p., marketing/director	Timken, *roller bearings*	1,058	3	**	**259,291**
Joseph V. Schwan, sr. v.p., marketing & sales	Wallace Computer Services Int'l, *computers*	305	24	10	**257,777**
Randall Malin, exec. v.p., marketing	US Air, *airlines*	1,835	98	−16	**256,702**
Vernon A. Brunner, sr. v.p., marketing	Walgreen, *retail*	3,661	103	10	**255,637**
D.E. Boyer, sr. v.p., technology & marketing	Smith International, *mining*	415	(149)	**	**255,308**
Zachary L. Solomon, exec. v.p., marketing	Manhattan Industries, *apparel*	472	(11)	—	**247,335**
John S. Pedace, exec. v.p., marketing	G. Heileman, *brewing*	1,327	48	12	**238,009**
Victoria A. Brown, sr. v.p., sales & marketing	Timeplex, *communications equipment*	119	10	−4	**237,000**
Ronald O. Cox, group v.p., marketing	William Wrigley Jr., *confections*	699	54	24	**230,040**
Philip J. Micciche, sr. v.p., Xidex data products sales & marketing	Xidex, *disc drives*	432	32	32	**222,425**
Richard C. Kronrad, dir., v.p., sales of Koch	Lori, *jewelry, recreational vehicles*	76	3	−26	**216,715**
Douglas C. Birdsall, pres./dir. of NY Air; v.p., marketing of Continental	Texas Air, *airlines*	1,092	(186)	—	**215,845**
William D. Herd, sr. v.p., North American sales	Bandag, *rubber products*	380	49	12	**213,998**
Melvin J. Sallen, group v.p., sales & int'l operations	Analog Devices, *digital and data equipment*	334	30	27	**203,044**
Donald Wray, sr. v.p., sales & marketing	Tyson Foods, *poultry and food products*	1,504	50	44	**200,924**
Brian J. Kelley, v.p., sales	TIE/Communications, *telephone systems*	298	(57)	**	**199,400**
Robert W. Burdick, sr. v.p., marketing	Yellow Freight Systems, *trucking*	1,713	70	26	**198,250**
A.B. Magary, sr. v.p., marketing	Northwest Airlines, *airlines*	3,589	77	5	**193,473**
Martin Goldberg, dir., v.p., sales of Koch	Lori, *jewelry, recreational vehicles*	76	3	−26	**192,965**
William A. Floyd, sr. v.p., marketing, product supply	Tosco, *oil refining*	780	18	98	**189,530**
Howard B. Graham, sr. v.p., marketing/product dvlpt.	Grolier, *publishing*	351	13	38	**189,411**
Robert W. Reedy, v.p., marketing & service	Recognition Equipment, *document processing*	242	11	42	**184,026**
Matthew Chamlin, v.p., marketing	R.G. Barry, *footwear*	86	4	**	**181,731**
Donald R. Meyer, exec. v.p., marketing	Union Special, *industrial sewing machines*	118	10	96	**181,098**
Maurice E. Jaques, v.p., sales & marketing director	Varco Int'l, *oil tools & drilling equipment*	42	(9)	**	**177,580**
William G. McGee, sr. v.p., marketing; director	Piedmont Aviation, *airlines*	1,866	72	8	**176,416**
Michael D. Brody, sr. v.p., marketing	Decision Data Computer/Decision Industries, *computers*	195	8	−1	**175,000**
R.A. Hahn, sr. v.p., domestic marketing	Datapoint, *computers*	325	(9)	**	**170,810**

* RETIRED ** LOSS SHOWN IN PREVIOUS YEAR *** EXTRAORDINARY GAIN DUE TO DIVESTITURE OF ASSETS IN CHAPTER 11 PROCEEDING [1] RESIGNED FEBRUARY 21, 1986

Researched by Bristol Voss & Amy Scheuler.

INDIVIDUAL & TITLE	COMPANY & INDUSTRY	SALES [$ MIL.]	NET PROFIT (LOSS) [$ MIL.]	% CHANGE 1985–86	COMPENSATION
Ruy Winter, sr. v.p., sales & marketing	BIC, *writing instruments*	268	26	12	**$169,927**
Paul J. Trausch, sr. v.p., sales & marketing	Duplex Products, *business forms*	248	12	−17	**163,000**
Robert P. Barone, sr. v.p., sales & marketing	Diebold, *security equipment*	414	35	15	**162,500**
Philip A. Verruto, sr. v.p., sales	Decision Data Computer/Decision Industries, *computers*	195	8	1	**160,100**
S.G. Long, sr. v.p., marketing & sales	Trans World Airlines, *airlines*	3,145	(75)	**	**154,260**
Elizabeth E. Tomaszewicz, v.p., sales	Advanced Systems, *producers/distributors of training courses*	63	7	25	**151,035**
John M. Burgess, exec. v.p., sales & marketing	ADAC Laboratories, *nuclear medicine, radiography*	47	(22)	**	**148,522**
Philip Blick, sr. v.p., sales	Zenith Laboratories, *prescription drugs*	50	(4)	—	**145,996**
Thomas J. Branch, v.p., sales	Monolithic Memories, *semiconductors*	205	9	−15	**145,939**
Melvin Posin, sr. v.p., sales	Printronix, *line printers*	132	(12)	—	**145,700**
Steven Brown, v.p., marketing	Standard Motor Products, *automotive parts*	286	19	77	**143,900**
H. Francis Brantley, sr. v.p. marketing	Galaxy Carpet Mills, *carpets*	204	1	−68	**142,000**
Gary Haynes, sr. v.p., communications/telephone marketing	Computer Consoles, *computers*	130	(3)	**	**141,388**
Kent W. Freudenberger, exec. v.p., marketing division	Airborne Freight, *air freight*	542	13	62	**140,563**
Steven E. Summers, v.p., sales operations	Champion, *manufactured housing*	335	(3)	—	**140,000**
Peter C. White, sr. v.p., sales, railroad	Soo Line, *railroad, real estate*	632	(43)	**	**139,952**
G.T. Beckley, v.p., marketing, enamel print papers	Consolidated Papers, *papers & containers*	653	88	−18	**137,518**
Timothy D. Peterson, v.p., marketing & international	Kysor Industrial, *engine systems, air conditioning*	165	13	−4	**137,223**
Walter Crew, sr. v.p., marketing services	Diebold, *security systems*	414	35	15	**136,761**
Samuel L. Greene, v.p., marketing	Terminal Data, *computers & microfilm*	31	(4)	**	**136,608**
Gerald V. Cleary, v.p., sales	Tonka, *toys*	293	22	14	**136,505**
Oscar N. Byrd, v.p., sales, glass containers	Kerr Glass Mfg., *glass containers*	252	4	**	**136,500**
James T. Manion, v.p., sales	ASK Computer Systems, *computer software*	76	6	−26	**135,831**
Jerome M. Cotter, sr. v.p., sales	W.A. Krueger, *printing & binding*	299	17	−6	**135,394**
M.C. Muckleroy, sr. v.p., sales & services	Camco, *gas & petroleum equipment*	158	5	−63	**132,211**
R.L. deKozan, v.p., marketing	Cubic, *training systems, electronic equipment*	342	1	−92	**128,974**
Harold R. Dombrowski, v.p., sales	Douglas & Lomason, *automotive equipment*	287	3	−52	**127,171**
Edward F. Morgan, Jr., exec. v.p., healthcare market	Servicemaster Industries, *cleaning services*	1,123	33	2	**127,000**
Thomas F. Reynolds, Jr., exec. v.p., sales & marketing	Glenmore Distilleries, *distilled beverages*	176	3	19	**124,228**
Joseph A. Noble, v.p., sales and director of national sales	Tekelec, *telecommunications equipment*	14	1	13	**121,713**
Charles T. Duncan, sr. v.p., marketing	Ransburg, *welding, assembly & test equipment*	217	(3)	—	**120,000**
John S. Hairfield, v.p., marketing	Tultex, *knit fabric, yarns*	326	24	103	**112,950**
Richard A. Bush, v.p., sales	EIP Microwave, *microwave test equipment*	20	0.3	−52	**105,810**
David Sohm, v.p., marketing	ASK Computer Systems, *computer software*	76	6	−26	**104,444**
Robert J. Bauer, v.p., marketing & development	Infotron Systems, *data equipment*	81	(2)	—	**104,215**
Frederick G. Emmert,* v.p., sales & marketing	Winnebago Industries, *motor homes, vans*	374	20	9	**104,131**
Curtiss F. Barker, II, v.p., marketing	Cycare Systems, *medical information & processing*	87	3	−8	**103,588**
Joseph F. DeBallu, sr. v.p., sales & marketing	Transcon, *trucking lines*	343	2	87	**101,680**
George M. Durkin, sr. v.p., sales	General Binding, *business machines*	200	6	67	**100,706**
Al Burshtan, exec. v.p., marketing	Super Food Services, *wholesale grocery*	1,422	11	15	**96,708**
King T. Kenny,* sr. v.p., marketing of Newhall Refining Co.	Pauley Petroleum, *oil refining*	165	5	140	**95,520**
Witton L. Parr, sr. v.p., marketing	Piedmont Natural Gas, *energy*	418	12	32	**90,058**
Gary Baughn, v.p., marketing	Zentec, *computers*	27	3	**	**87,500**
Patrick M. Ciez, exec. v.p., sales & marketing	Dinner Bell Foods, *food processing*	239	0.9	−29	**84,378**
Keith M. Wright, v.p., marketing	Bohemia, *construction materials*	199	0.8	**	**80,472**
Parker B. Field, v.p., marketing	Amcast Industrial, *metal manufacturing*	230	(10)	—	**80,304**
Jeffrey P. Lammers, sr. v.p., marketing & business	Sooner Federal Savings & Loan, *banking*	164	1	−85	**75,939**
Charles W. Saussele,* v.p., marketing & sales	Russell, Burdsall & Ward, *metal mfg.*	159	3	−56	**75,000**
William G. Ziegler, v.p., sales & service	World Airways, *airlines*	106	(28)	**	**73,482**
Thomas Parise, v.p., sales	Inter Tel, *telephone equipment*	37	0.4	149	**73,250**

* RETIRED ** LOSS SHOWN IN PREVIOUS YEAR

nt data from the
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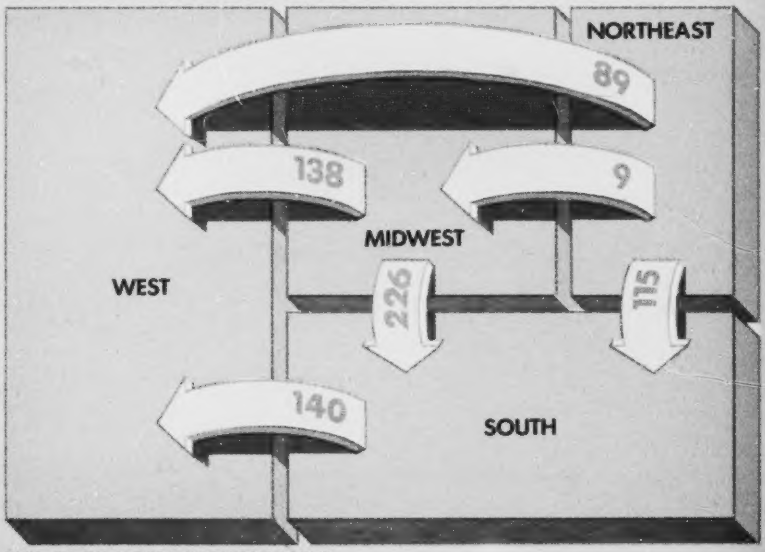
versing itself.

MIGRATION: IS THE SUN SETTING ON THE WEST?

BY RICHARD KERN,
SENIOR EDITOR

By now, most of us are well acquainted with the amazing 25-year cycle of growth in America's southern and western regions, a boom that's projected to continue well into the next decade—if not the next century. Like the major migration cycles that came before it—westward expansionism, industrial revolution-era urbanism, and post-World War II suburbanism—this latest population shift is no mere trend. What we've witnessed over the last three decades is nothing less than a complete redistribution of the American population, a major historical event right up there with putting a man on the moon and the Giants winning the Super

REVERSING THE FLOW:
NET INTERREGIONAL MIGRATION GAINS, 1975–76 AND 1983–84



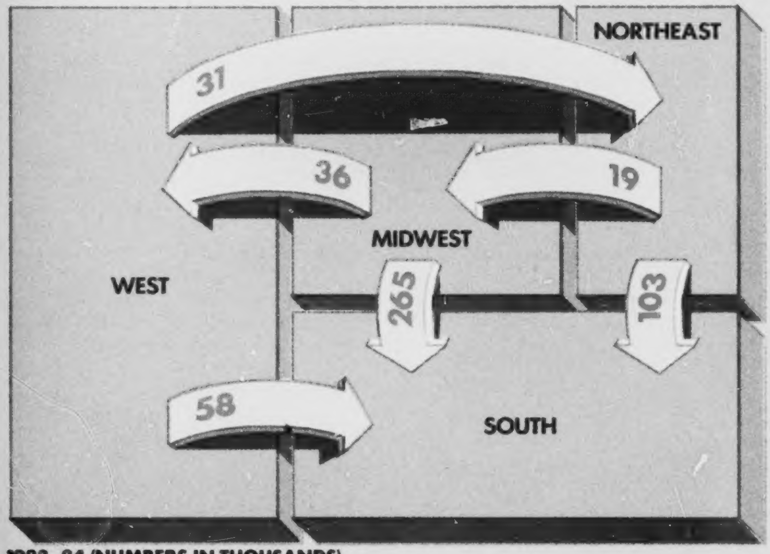
1975–76 (NUMBERS IN THOUSANDS)

Bowl. As proof that the surge in the Sunbelt is not over yet, recent Census Bureau figures show that of the 9.6 million people added to the population between 1980 and 1984, over 90% were absorbed by the South and West. What these figures don't reveal, however, is a recent shift in the nation's migration patterns that show that the West may have reached the high-water mark in terms of its growth.

Now before you go out and completely overhaul your company's marketing plan, keep in mind that the population giants in the Sunbelt—California, Texas, and Florida—are still growing significantly faster than the nation as a whole, and that much of the growth in these states continues to be at the expense of the Midwest and Northeast. But in spite of this, the West has recently experienced a slowdown—and in some cases, a reversal—of the inward flow of migration from other regions.

HISTORIC REVERSAL

The reasons for this change in the direction of migrational flow were examined recently by Alvin Sanders, an economist with the Tennessee Valley



1983–84 (NUMBERS IN THOUSANDS)

Between 1975 and 1976, nationwide migration patterns remained much the same as they had throughout the previous decade, with the Northeast and Midwest sending a larger number of residents to the South and West than moved in the opposite direction. For example, even though 309,000 Southerners moved into the Midwest during this year, the Midwest sent a total of 535,000 of its residents to the South, resulting in a net migration gain for that region of 226,000 people. Notice that during this year, all three regions sent more people to the West than vice versa.

Less than a decade later, a major reversal in the flow of interregional migration has occurred, with the West now sending 89,000 more residents to the Northeast and South than these two regions sent westward during this same year. Notice also that the West's net migration gain from the Midwest has declined dramatically, while the net flow from the Northeast into the Midwest has increased by 10,000 people.

SOURCE: U.S. CENSUS BUREAU, CURRENT POPULATION REPORTS, GEOGRAPHIC MOBILITY MARCH 1983 TO MARCH 1984, SERIES P-20, NO. 407

© SALES & MARKETING MANAGEMENT

CHARTS BY DAVID HERBIC

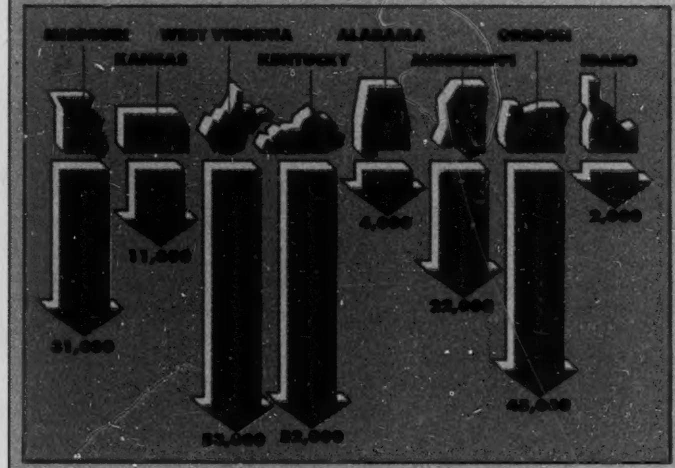
Authority, and Larry Long, a demographer at the Census Bureau's Center for Demographic Studies. What they discovered is that when states like Texas, Florida, and California gain large numbers of new residents, they eventually experience a rise in the number of people moving out. For example, during the 1970s—the heyday of the oil boom—Texas gained more residents from California, Arizona, and Colorado than it sent to these states. But recent trouble in the oil and natural gas industries has caused large numbers of Texans to head for places where the economic situation is a bit more stable. The real surprise, say Sanders and Long, is that a lot of them are heading east instead of west, a movement they are calling "a historic reversal of one of the most enduring migration flows in the nation's history."

What all of this means to marketers following the ebb and flow of population from one region to another is that "geographic mobility"—the inward, outward, and internal flow of residents in the various regions of the U.S.—is becoming increasingly important as an indicator of market change, especially in light of this reversal of a decades-old migratory pattern.

MOBILITY DEFINED

Before we get too far into the question of interregional migration, however, let's first take a look at what geographic mobility covers. According to the Census Bureau, it can mean anything from changing apartments in the same building to moves between rural areas and cities in the same state to interstate, coast-to-coast, and moves into the United States from abroad. The most recent available data on population mobility (1983-84) tell us that movement within the same county accounted for a majority (60%) of all migration, moves to a different county in

From Black to Red: A Tale of Eight States



Why have eight states—four along the border of the Sunbelt and two each in the South and West—recently started losing residents to out-migration, after posting net migration gains between 1975 and 1980? According to Larry Long, demographer with the Center for Demographic Studies, jobs—or more specifically, a lack of jobs—is the answer.

In an attempt to establish a link between employment and migration, let's first look at two of these states—Missouri and Kansas—which are technically part of the long-suffering Midwest. Between 1975-80, Kansas gained a total of 17,826 residents through migration and Missouri an additional 9,775. Since 1980, however, these states have posted combined net migration losses of 42,000 people.

Utilizing data from the Census Bureau's *County Business Patterns* series, we find that employment in manufacturing in both states declined between 1980 and 1985: 11.2% in Kansas and 7.6% in Missouri. In the case of Kansas, heavy five-year losses in the machinery and transportation equipment industries may be partly responsible for recent out-migration, with much the same thing happening in the apparel and food industries in Missouri.

In West Virginia and Kentucky, a similar connection between employment and migration exists, with West Virginia posting an overall decline in manufacturing employment of 32.2% between 1980 and 1984 and Kentucky losing large numbers of jobs in mining, machinery, and electrical equipment manufacturing.

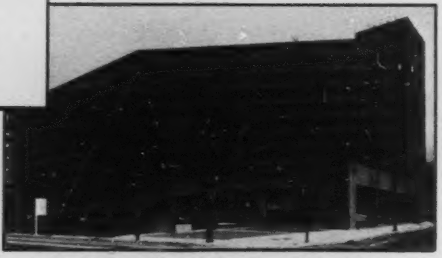
As far as recent losses in Mississippi and Alabama are concerned, Larry Long says that as he sees it, such losses are not all that surprising:

"In the South during the forties, fifties, and sixties, Mississippi and Alabama—and parts of Louisiana—were the big losers in terms of migration. It was only in the 1970s that they attained a sort of balance between the number of people moving in and those moving out." Since 1980, however, both states have registered net migration losses, and employment data here also show a decline in the number of manufacturing jobs in recent years, with Alabama hardest hit in its textile and primary metals industries.

The last two states that have gone from migration gains to losses in recent years are Oregon and Idaho, where an inf[illegible] of 263,149 new residents between 1975 and 1980 has turned into a net loss of 47,000 since 1980. In these states, too, out-migration seems to be directly related to losses in overall employment.

Since 1980, Oregon's growth rate has plummeted. At the same time, total employment in the state has also declined from 845,007 in 1980 to just over 800,000 by 1984, fueled by an 11.7% loss in jobs for the lumber industry, as well as losses in other major industries. Much the same is true for Idaho, where manufacturing employment levels fell between 1980 and 1985, adding to heavy losses in mining and lumber.

Will these states eventually be able to halt the exodus of jobs and residents? "That depends," says Long, "on how much new employment they're prepared to provide for long-term residents versus the number of jobs created to attract people from other states."



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the same state accounted for an additional 21%, interstate movement totalled 16.4%, and 2.6% of all migration consisted of movement into the U.S. from abroad.

As far as who is doing most of this moving, the Bureau finds that overall rates of geographic mobility are highest among young adults, military personnel, the unemployed, persons with higher levels of educational attainment, central-city residents, and people living in the western and southern regions of the country. If that last group seems an anomaly given all the talk of migration from the Midwest and Northeast into the South and West, keep in mind that interregional migration only constitutes 16.4% of all migration, leaving more than 80% to be accounted for by movement within the same state or county.

In terms of racial and ethnic background, whites (17%) and blacks (18%) moved at essentially the same rate during the 1983-84 period, while 22% of Hispanics changed their residence during this same year.

NET VS. RAW

In dealing with statistics concerning migration and mobility, a knowledge of the difference between *net* migration and *raw* migration data is helpful. Briefly, raw migration figures concern the *total* number of people moving into or out of an area, whereas the net figure (expressed as either a gain or a loss) is based on the difference *between* this inward and outward flow. For example, between 1983 and 1984, the South sent 359,000 people to the Midwest, while 624,000 midwesterners moved to the South. The fact that the Midwest sent 265,000 more people to the South means that the South posted a *net gain* of 265,000 people for the period between 1983 and 1984.

The signifigance of raw vs. net migration data can be further illustrated by examining two sets of migration statistics for the West, where a decline in total (raw) in-migration—from 967,000 in 1975-76 to 834,000 in 1983-84—is coupled with a rise in the number of people moving out of the West to other regions (up from 600,000 in 1975-76 to 887,000 in 1983-84). The resulting net loss of 53,000 interregional migrants between 1983 and 1984 means that the West is now losing more people to other regions than it is gaining, making this the only region to go from a migration gain to a migration loss between the two years charted. As recently as 1982-83, the West was still gaining more people from other regions than it was losing, although net gains had declined by 56% since 1975-76. Even the beleaguered Midwest, which is still losing more people to out-migration than it's gaining through in-migration, shows an increase in the total number of residents moving there from other regions, up from 668,000 in 1975-76 to 820,000 in 1983-84, a 22.7% increase.

Looking at the regional migration figures for 1975-76 and 1983-84, only the South shows any increase in the number of new residents drawn from other regions, with net gains up from 201,000 in 1975-76 to 426,000 in 1983-84. As to where most of these new southerners are coming from, the answer, once again, involves former residents of the West. Raw out-migration data show that movement from the West to the South increased by some 42%—from 295,000 in 1975-76 to 420,000 in 1983-84—although the largest number of new southerners at this point still come from the Midwest, where raw out-migration to the South totaled 624,000 people between 1983 and 1984. The number of residents drawn to the South from the Northeast, on the other hand, has actually declined slightly, from 361,000 in 1975-76 to 355,000 in 1983-84, explained in part by the Northeast's recent resurgence as a center for new industry.

RADICAL CHANGE

Movement of residents out of the South, meanwhile, was not quite as heavy as the inward flow, although the numbers were still considerable. Overall, the South contributed 973,000 people to other regions between 1983 and 1984, making it second only to the Midwest in terms of raw out-migration. Surprisingly, the largest single recipient of people moving out of the South was the West, which gained 362,000 former southerners in 1983-84, followed by the Midwest, where raw in-migration totaled 359,000. The Northeast has also consistently gathered its largest proportion of new residents from the South, with raw in-migration totaling 252,000 between 1983 and 1984.

The most significant statistic here has to be that the South and West are now sending more people to other regions than they were in the past, basically supporting the conclusions drawn by Sanders and Long correlating a large inward flow with an eventual increase in out-migration. In fact, with the exception of 36,000 people from the Midwest, the West did not experience any population growth between 1983 and 1984 as a result of net in-migration from other regions, something that the Census Bureau calls "a radical change from the past several decades." In addition, population losses due to net out-migration from the Northeast, Midwest, and South to the West have either reversed themselves or diminished to "essentially zero."

Certainly, some strange things are happening to this country's long-standing migratory trends, with Sanders and Long even going so far as to say that we may be at "a turning point in U.S. migration." The problem, they say, is that it's still too early to tell whether we've simply reached the saturation point in our Sunbelt expansion or whether the flow population is actually about to reverse itself. Either way, the implications for marketers seeking indications of demographic change are many, especially if we remember that migration is not just concerned with where people are moving but also with who is moving and why.

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THAYER C. TAYLOR,
SENIOR EDITOR

Time was, systems people gave sales department needs very low priority. No more. Almost one of every four Fortune 500 companies (see graph) this year will aim part of its computer budget at building applications for automating sales and marketing functions, according to a survey by Sierra Group, a Tempe, AZ, research firm.

Previous surveys by research firms such as InfoCorp and International Data Corp. showed only 5%-10% of businesses were interested in sales automation.

"The fact that sales and marketing applications are topped only by accounting, the traditional leader, means that bottom line results are now an important factor in corporate computer strategy," reasons Marty Gruhn, Sierra vice president. She feels that the same profit considerations are probably making companies below the Fortune 500 prioritize sales and marketing automation applications.

PCS LET EATON GIVE SWEET SERVICE

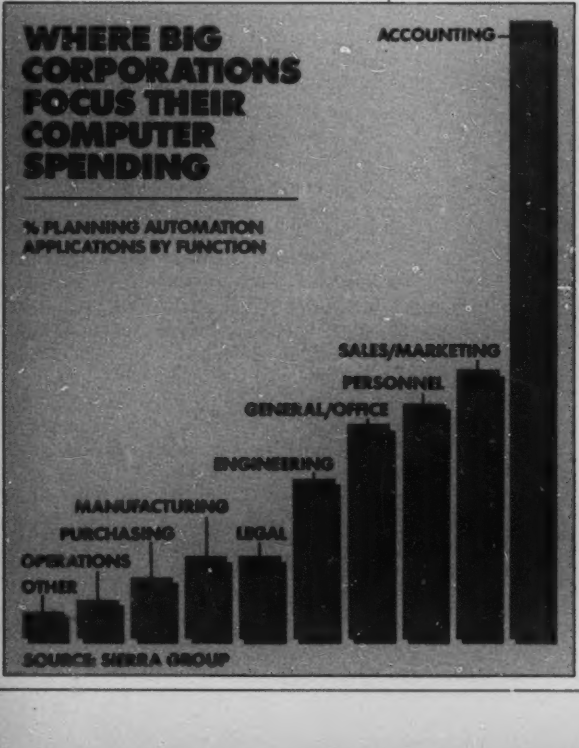
Having the facts in hand when confronted by an irate customer fuming over an equipment breakdown can keep a salesperson from losing the business. And nothing rivals the computer for collecting facts effectively—at least that's the experience of Eaton's Truck Components Marketing Group, Galesburg, MI, which uses low-cost PCs to inform its 30 salespeople about the potential causes of product failure. They sell to truck manufacturers, major fleet owners, and more than 2,000 dealers.

According to Chris Culpepper, Eaton's customer service manager, equipment failure reports that formerly took three to six months to get into product division databases now take only four days. Also, he adds, "the PC, by reducing telephone tag and paperwork, gives our service reps and salespeople an extra three to five hours a week that can be turned into more calls."

Eaton's program demonstrates that sales automation can take a low budget approach and still pay off handsomely. Culpepper, who headed a task force two years ago to study computerization, says, "After looking at what we wanted to accomplish—namely, improve communications and eliminate paperwork—we decided on a portable computer that could be used in the field, because our people were wasting too much time either making phone calls or trying to get telephone messages. Also, our people lacked computer experience, and many didn't even know how to type. Thus, starting out with a full-blown desktop at $2,000 or more and at least $500 of software was not the way to go."

Culpepper chose Tandy's Model 100 laptop partly because of its built-in modem—critical, he says, "for the network we wanted to create so that people could communicate with each other from anywhere on the road." At a cost of $700 per person, Eaton got the Model 100 with its built-in software (including word processing, calendar, scheduler, and address file), a portable disk drive, acoustic coupler, and printer. The program was rounded out when Eaton signed on with GTE's TeleNet for electronic messaging.

Streamlining the system for reporting equipment failures got first priority. "It's very important we get that information into the database as fast as


WHERE BIG CORPORATIONS FOCUS THEIR COMPUTER SPENDING

% PLANNING AUTOMATION APPLICATIONS BY FUNCTION

SOURCE: SIERRA GROUP

▲ **Culpepper stands next to one of the vans used by his 40 service reps.**

price lookup and point-of-sale systems," says Matthew Lombardi, the Rochelle Park, NJ, chain's director of distributed processing, "will allow us to quickly meet or beat competitors' prices as well as speed the entire check-out process through the use of bar code scanners and price lookups."

DEC MicroVAX system marketing manager Duncan Anderson says the Toys "R" Us setup "represents one of the most comprehensive in-store management and retail distribution computer systems in the industry today."

PC HOME OWNERS THINK SYSTEMS

The cliché that home closets are filled with idle PCs is more myth than fact, according to data compiled for LINK Resources's fifth annual *1987 Home Media Consumer Survey*. Results indicate that systems orientation is becoming as important to PC users in the home as in the office.

More than half of PC home owners have floppy disk drives, printers, and video monitors, according to the survey, and all peripherals enjoyed "more than modest increases over related 1986 survey data." Almost half of PC households (48.6%) use the machines daily or every other day, says analyst Natasha Thomsen of the New York City–based market research firm. One out of four sit at their keyboards more often than they did a year ago, and another third do so as much as they did the previous year.

Indicative of the emerging "network nation," 38% of those with modems access public domain databases such as Dow Jones, and 20% access electronic bulletin boards, a form of E-mail. More than one-fifth access remote information databases at work, and 19% use their PCs to communicate with the office.

PC PERIPHERALS OWNERSHIP IN THE HOME

Peripheral	% Own
Floppy disk drive	64.3
Printer	59.0
Video monitor	59.0
Videogame controller	45.0
Memory expansion card	30.0
Hard disk drive	28.3
Graphics card	24.6
Modem/phone hookup	23.0
Pointing device (e.g., mouse)	18.0

SOURCE: LINK RESOURCES, 1987 HOME MEDIA CONSUMER SURVEY

DEC USERS BELIEVE

As IBM directly targets new minicomputers, such as the 9370 line, at the installed customer base of archrival Digital Equipment Corp. (DEC), its vaunted marketing representatives will run up against intensely loyal customers, judging by survey results from the Yankee Group, a Boston research firm.

One-third of the DEC users polled agreed with the statement, "Digital is the 21st century IBM," reports analyst Carolyn P. Griffin. Another 43% "mildly" agreed with the premise but felt it was overstated.

Fifteen percent think the jury is still out on "whether DEC is an equally regarded supplier as IBM," while 8% say the statement's "more hype than substance," and 2% say, "It's totally a bunch of hype." Asked whether IBM has a shot at wooing them away from DEC, the nay-sayers outnumbered the yea-sayers 4 to 1. DEC's strong points, Griffin says, were upgrade ca-

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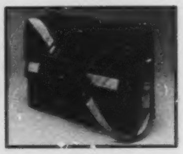

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SURVEY OF BUYING POWER

PART II

SECTION A: SURVEY FEATURES

SECTION B: MERCHANDISE LINE SALES

SECTION C: 1991 METRO-AREA PROJECTIONS

SECTION D: SURVEY OF NEWSPAPER MARKETS

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VOL 139, NO. 6 **S&MM** **Sales and Marketing Management** ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone 212-986-4800. Copyright © 1987 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38; Canada, $52 (U.S.); Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales and Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers and Magazine Publishers Assn.

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SALES & MARKETING
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SECTION A:

Editorial Features and Highlight Tables

PROJECTIONS:

Just How Reliable Are They?

Market Statistics' Ed Spar and Elias Fokas explain how the projection-making process resembles an ever-widening series of ripples in the statistical pond.

In today's business world, a company's reputation is often only as good as its most recent success—a maxim especially true in the highly competitive arena of statistics. Here, establishing a track record of reliability and quality is all important, particularly since the number of companies offering demographic and socioeconomic data has grown so dramatically in recent years.

This same proliferation of providers has also made the task of choosing the right data company nearly as difficult as deciphering the numbers themselves. This is primarily because, given the higher level of user sophistication these days, the selection process almost always involves questions about sources and methodology—something that most data producers shrink from like vampires exposed to the rays of the sun.

Fortunately, Market Statistics, the Bill Communications division that produces the data for Sales & Marketing Management's *Survey of Buying Power* and the *SBP Data Service*, has no such fears when it comes to discussing the whys and wherefores of the numbers. In fact, they consider the interplay between user and provider an integral part of the statistical process, a process that can even result in examinations of the relevancy of their own data, as we will soon see.

A comparative study of the five-year projections from S&MM's *Survey of Buying Power—Part II* with current estimates produced for the July *Survey of Buying Power* clearly illustrates the problems involved with predicting the statistical future. Looking at these two sets of figures, we see that the three major data fields—population, income, and retail sales—all show significantly different levels of accuracy. Population projections, for example (TABLE 1), have proven to be relatively accurate, with the largest margin of error registering -7.7%—this being an under-estimation of the 1986 population of the New York metro area. Overall, however, the average margin of error in population projections was pretty low, calculating at slightly less than +1% on the regional level, -0.3% for the 10 largest states, and -2.2% for the nation's top 10 metros.

Income and retail sales, on the other hand (TABLES 2 & 3), show a much higher margin of error between projections and actuals, with averages in the 17% to 20% range for income and the 16% to 25% range for retail trade. Unlike population, these areas were consistently over-estimated back in 1982, which raises the question of why statistics for economic fields have failed to live up to their projections.

In an effort to provide our readers with an explanation of the projection-making process—and, more important, to explain how these data can end up being over- or under-estimated—S&MM recently talked to two of the principles at Market Statistics, president Ed Spar and senior vice president Elias Fokas. Spar, who played the role of Bad Cop to Fokas's Good Cop, began the following interview with a discussion of the good, the bad, and the ugly side of demographic and economic projections.

Spar: Before we get started here, I'd just like to say that I'm glad we're having this interview, because I've fought against producing these projections for years.

S&MM: *For what reasons?*

Spar: Well, in all candor, if you look at the Survey issues in terms of the current estimates for income and retail trade, you'll almost certainly find that those are the weakest series in the whole book. Nobody's ever tried to hide that fact, and it's patently obvious every five years when you pull out your new economic census and you do some comparisons. Consequently, when you do projections, you're dealing with a benchmark figure that in itself has problems. You're not even on solid ground when you start with your baseline figure. Then you're going ahead and projecting it, which I have to say is sheer nonsense. It just shouldn't be done.

When we at Market Statistics provide a client with a projection—which is not that often—we do so with so many caveat emptors; we really warn them about this kind of thing. And we can do that, since we're operating on a one-to-one basis with our clients. They hear us. Of course, that's because we scream and howl at them and even try to un-sell the job if we can. Unfortunately, you can't do that with the reader because of the old phrase, "The numbers take on a life of their own." They get picked up out of context and people run with them; and you can scream and rave and rant that these are shaky figures, but it won't make any difference.

S&MM: *So I take it you'd rather not see these projections published without some kind of Surgeon General's warning attached?*

Spar: Well, I don't think you're being honest to the reader if you don't at least say, "We produce

TABLE 1—POPULATION PROJECTIONS

Notes on the margin: A look at population figures for Regions . . .

Geography	1986 Projected (Thous.)	1986 Actual (Thous.)	% Difference (+ or − from Actual)
New England	12,761.9	12,820.0	− 0.5%
Middle Atlantic	36,773.9	37,620.4	− 2.3
East North Central	42,902.2	42,129.9	+ 1.8
West North Central	18,106.0	17,882.3	+ 1.3
South Atlantic	41,401.2	41,220.8	+ 0.4
East South Central	15,968.7	15,391.6	+ 3.7
West South Central	27,163.3	27,050.3	+ 0.4
Mountain	13,750.8	13,180.2	+ 4.3
Pacific	35,808.8	35,916.2	− 0.3
. . . biggest States . . .			
California	26,487.3	27,080.8	− 2.2%
New York	17,344.5	17,979.6	− 3.7
Texas	16,586.7	16,738.1	− 0.9
Pennsylvania	11,945.7	11,953.5	− 0.1
Florida	11,847.9	11,740.6	+ 0.9
Illinois	11,713.4	11,663.2	+ 0.4
Ohio	11,002.6	10,837.3	+ 1.5
Michigan	9,546.5	9,222.9	+ 3.5
New Jersey	7,483.7	7,687.3	− 2.7
North Carolina	6,389.1	6,386.6	N.C.
. . . and leading Metros			
New York	7,919.3	8,527.7	− 7.7%
Los Angeles	7,753.3	8,312.3	− 7.2
Chicago	6,055.1	6,166.3	− 1.8
Philadelphia	4,664.7	4,827.4	− 3.5
Detroit	4,301.0	4,223.5*	+ 1.8
Boston	3,654.0	3,724.2	− 1.9
Washington, DC	3,170.4	3,312.7*	− 4.5
Houston	3,381.2	3,232.2	+ 4.6
Nassau-Suffolk	2,680.5	2,663.8	+ 0.6
Atlanta	2,355.6	2,418.5*	− 2.7

Notes: **N.C.**—No Change. **Leading metros**—Metro area definitions, wherever possible, were reconfigured to conform to current OMB criteria, which underwent extensive changes in 1983. *—In cases where 1986 projections were unavailable for certain counties, 1982 metro configurations were substituted, with the appropriate adjustment made to 1986 actual figures.

Sources: Sales & Marketing Management's 1982 *Survey of Buying Power—Part II* for 1986 projections; 1987 *Survey of Buying Power* for 1986 actuals.

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these numbers, but it's questionable if we should." What you should really ask is, "Are we doing you a disservice? Are these numbers harmful? We'd like you to let us know—since this is what we're coming up with—whether we should continue to do this." You see, as a statistician, I'm only interested in producing data that are useful. If it turns out that we're harming the user community, we shouldn't be doing it. I mean, you've got some pretty sophisticated users out there, some real heavy hitters, and I think the smart people who would want to use these numbers aren't using them because they're too smart. The ones who aren't as smart are using the numbers—and we're making them dumber. And here again I'm talking about income and retail trade projections, not population.

S&MM: *So given this imperfect universe, what should we be telling the user about these numbers?*

Spar: Well, I think we should say, "Look, this is the problem you face when you make projections instead of forecasts. We've done this because many of our readers have asked us to do this." But I think we should seriously question whether we're doing the reader a disservice. I've always been very uneasy about these figures and I think that Market Statistics understands the realities of their limitations. I think the time has come to ask for some reader input.

S&MM: *Fair enough. Let's hope this generates some comments from users out there. Are these data working for you or are they creating problems?*

Spar: That's what we'd really like to find out.

S&MM: *You mentioned the difference between projections and forecasting. How does one compare to the other?*

Spar: Well, you really have to differentiate between the concepts of projecting and forecasting. We don't make forecasts, and we don't pretend to make them. Forecasts essentially try to model the future. They attempt to make a statement about the rates of change—almost a differential calculus approach—and how they affect inflation, the local or national economy, or how employment or unemployment will change at whatever rate. That's a forecast in statistical parlance. We don't do that. In essence, when you're dealing with 3,137 counties, you can't do that. What we do is simply take the historical rates and push them forward. We don't try and look into the future as a function of statistical economic analysis.

S&MM: *So these figures don't reflect forecasted changes in the local economy?*

Spar: We never say we forecast. We say we project, and projections don't try to account for what the local economy might look like five years from now. If you look at the data comparing our 1986 projections for retail trade—which were made back in 1982, by the way—to current 1986 estimates, you'll find that the retail sales figures for Chicago were way off. The problem is, Chicago recently went through one of its most severe recessions in decades. Of course, we would have

TABLE 2—**INCOME PROJECTIONS**

Past assumptions and present conditions: A look at Effective Buying Income figures for Regions . . .

Geography	1986 Projected ($000)	1986 Actual ($000)	% Difference (+ or − from Actual)
New England	199,416,801	181,309,157	+10.0%
Middle Atlantic	572,482,595	509,853,234	+12.3
East North Central	649,595,963	512,182,037	+26.8
West North Central	253,008,602	211,903,467	+19.4
South Atlantic	550,388,321	483,124,663	+13.9
East South Central	185,830,455	147,886,548	+25.6
West South Central	380,065,184	298,917,943	+27.1
Mountain	180,346,360	147,429,321	+22.3
Pacific	561,234,955	489,114,431	+14.7
. . . biggest States . . .			
California	422,845,767	380,811,129	+11.0%
New York	271,566,525	251,898,226	+ 7.8
Texas	243,184,489	195,120,293	+24.6
Illinois	191,832,477	153,596,607	+24.9
Florida	160,592,319	142,227,438	+12.9
Pennsylvania	172,677,527	141,869,040	+21.7
Ohio	162,550,624	128,034,367	+26.9
New Jersey	128,238,543	116,085,968	+10.5
Michigan	146,672,666	111,664,328	+31.3
Massachusetts	91,057,929	84,748,947	+ 7.4
. . . and leading Metros			
New York	130,018,015	121,150,624	+ 7.3%
Los Angeles	121,786,797	114,134,025	+ 6.7
Chicago	105,511,603	86,724,155	+21.7
Philadelphia	76,780,717	63,471,921	+20.9
Washington, DC	63,993,025	58,703,652*	+ 9.0
Boston	60,645,978	57,664,154	+ 5.2
Detroit	74,393,151	54,786,626*	+35.8
Nassau-Suffolk	48,326,344	46,264,678	+ 4.5
Houston	62,682,016	43,535,505	+44.0
Anaheim-Santa Ana	42,663,795	34,579,535	+23.4

Notes: **Leading metros**—Metro area definitions, wherever possible, were reconfigured to conform to current OMB criteria, which underwent extensive changes in 1983. *—In cases where 1986 projections were unavailable for certain counties, 1982 metro configurations were substituted, with the appropriate adjustment made to 1986 actual figures.

Sources: Sales & Marketing Management's *1982 Survey of Buying Power—Part II* for 1986 projections; *1987 Survey of Buying Power* for 1986 actuals.

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had no way of knowing that was going to happen, and even if we did, that's a function of forecasting. Now, in Philadelphia, our projections turned out to be pretty good, but that's because nothing ever happens in Philadelphia. Sorry. I'm kidding, OK? Please, you people in Philadelphia, don't send me any letters.

Anyway, in terms of retail trade, we were only off by 7% there, which is not too bad, and the same thing is true in Boston. In Detroit, on the other hand, we obviously assumed that, based on the national averages, Detroit was going to stay on a fairly even course. But it didn't and it's flopped again, much to the dismay of Mayor Young, I'm sure.

S&MM: *So it would be a mistake for anyone looking at these numbers to assume that you're taking economic forecasts into account?*

Spar: That's absolutely correct.

Fokas: What we're saying here, in terms of the projections, is that given the situation today—and knowing how it was yesterday—this is what we expect it to be tomorrow.

TABLE 3—RETAIL SALES PROJECTIONS

Great (and not so great) expectations: A look at retail sales figures for Regions . . .

Geography	1986 Projected ($000)	1986 Actual ($000)	% Difference (+ or − from Actual)
New England	98,079,479	97,592,211	+ 0.5%
Middle Atlantic	258,253,514	224,482,793	+15.0
East North Central	314,023,264	243,767,615	+28.8
West North Central	140,955,482	108,252,604	+30.2
South Atlantic	314,873,633	253,773,354	+24.1
East South Central	103,012,152	79,003,229	+30.4
West South Central	222,891,707	159,264,034	+40.0
Mountain	104,616,964	79,275,565	+32.0
Pacific	281,181,043	230,761,685	+21.8
. . . biggest States . . .			
California	206,792,811	177,443,882	+16.5%
Texas	146,928,472	103,411,931	+42.1
New York	118,856,067	102,542,772	+15.9
Florida	99,788,632	78,835,837	+26.6
Pennsylvania	82,553,123	68,952,060	+19.7
Illinois	86,267,426	66,088,064	+30.5
Ohio	78,628,578	62,937,420	+24.9
Michigan	74,375,052	55,686,490	+33.6
New Jersey	56,844,324	52,987,961	+ 7.3
Massachusetts	46,156,119	46,333,956	− 0.4
. . . and leading Metros			
Los Angeles	57,962,288	53,797,936	+ 7.7%
New York	46,628,998	44,722,153	+ 4.3
Chicago	46,363,158	37,545,044	+23.5
Philadelphia	33,312,925	31,122,684	+ 7.0
Boston	28,516,747	30,511,219	− 7.0
Detroit	36,808,503	27,814,358*	+32.3
Washington, DC	28,937,920	25,686,435*	+12.6
Houston	36,670,414	21,801,603	+68.2
Nassau-Suffolk	22,355,793	20,979,657	+ 6.6
Atlanta	19,162,623	18,400,478*	+ 4.1

Notes: **Leading metros**—Metro area definitions, wherever possible, were reconfigured to conform to current OMB criteria, which underwent extensive changes in 1983. *—In cases where 1986 projections were unavailable for certain counties, 1982 metro configurations were substituted, with the appropriate adjustment made to 1986 actual figures.

Sources: Sales & Marketing Management's *1982 Survey of Buying Power—Part II* for 1986 projections; *1987 Survey of Buying Power* for 1986 actuals.

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Spar: That's really all we're trying to do. It's purely statistical.

Fokas: And in the case of retail trade, it's further complicated by the fact that you have a new census every five years instead of every ten years, and therefore you have to change the benchmarks. Remember, these projections and actuals you have here are based on two different census counts (the 1977 and 1982 Censuses of Retail Trade).

S&MM: *Which brings us in a roundabout way to the question of inflation. Given the fact that these numbers have to be projected from past and present data, how much of a problem does inflation cause in calculating income and retail sales figures?*

Spar: Well, staying with retail trade for a moment, you can see that when these projections were made back in 1982—before the absolute disaster in the oil industry—we were expecting the growth in Houston to be quite dramatic, just as it had been from the seventies up through the early eighties. The trouble is, it just didn't happen that way and the bottom fell out of that market. There's no way we could have projected that. And with income projections, which ultimately affect retail trade, you find that you can make all the projections you want, but if inflation starts to change, and you're projecting from historical inflation rates, your numbers five years out are going to look pretty bad. And that's exactly what happened to us.

Fokas: Inflation accounts for about 40% of the change in economic projections. For 1986 and 1987, we're using an inflation rate of about 3.2% throughout. But going back to the early eighties, the assumed inflation rate was somewhere around 11%.

S&MM: *Before we get too far into this, could you explain how you go about making projections? What comes first?*

Fokas: Everything we do is based on population in one way or another, so that's where we start. The formula for population change is: natural increase plus net migration. Natural increase is simply births minus deaths. Basically, what we do is make a projection of births and deaths, and migration stays constant.

S&MM: *How are birth projections done?*

Fokas: Birth projections are based on a projection of fertility rates at the national level, which is then applied to the fertility rate for individual counties. We have the actual fertility rate for every county as of today, which is defined as the total number of births divided by the female population aged 15 to 44 years old. We have these data on a county basis, since we collect the actual number of births every year. We also have an estimate of the female population for this age group, so we can then calculate the fertility rate for each county as of today. Then the question is, how do you project the fertility rate from now to five years from now? Here, we go to the national level and—looking back over the last five or ten years—we project a national fertility rate for the next five years by each individual year. Then we express each year's fertility rate as a percentage change.

At that point, we go back to the county level, and since we have the actual fertility rate by county, we apply the national trend to that rate, one year at a time. So you have 3,137 different fertility rates for this year, but because of the national model, they will change at the same rate for the next five years. This is one reason why these projections are done from scratch each year, because the actual fertility rate of the county changes from year to year. So for next year's projections, for example, you'll have a new benchmark. Once you have the projected fertility rates, the next step is to take the projections for the female population aged 15 to 44 and calculate the projected number of births.

S&MM: *Is migration a part of this calculation, or is that factored in later?*

Fokas: Well, we do factor migration into the female age cohort by assuming that the number of inward or outward migrants are equally distributed across each individual age segment. What that means is that if you have, say, 100 migrants entering the county from one year to the next, then the females aged 15 to 44 would pick up a percentage of migrants equal to their share of the total population. For example, if this age group represents 15% of the population, then this procedure assumes that 15% of the migrants will also be females aged 15 to 44. Of course, this is only a part of the migration component, the rest of it is factored in later.

S&MM: *So now you've got the projected births. Are deaths calculated the same way?*

Fokas: Here the situation is much simpler, because the total death rate doesn't change that drastically from one year to the next. When you're talking about fertility rates, this is a factor that's closely related to the economy—people's perception of good times or bad times. If

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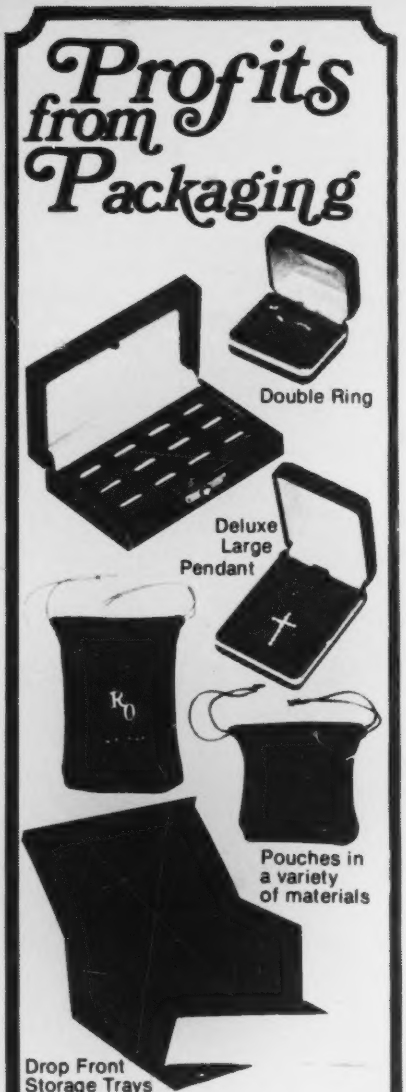

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you compare fertility rates for each year from 1960 up to the present, you'll see some dramatic changes that pretty much represent how the economy has gone or at least how people have perceived the economic situation. With death rates, you don't have this problem. People die regardless of economics.

S&MM: *With the possible exception of stockbrokers, perhaps?*

Fokas: That's probably true.

S&MM: *Are death rates also gathered on a county basis?*

Fokas: Yes, we collect the actual number of deaths by county as part of our regular procedure, and we know these figures are accurate because every death has to be reported. We then calculate the current death rate for each county, and that death rate will remain constant throughout the projection. We don't even bother to calculate a national trend because the death rate is so constant—in the last 20 years it's been virtually the same to the decimal. Of course, in certain age groups, such as the first month of life, the death rate has dropped by a significant amount. But the overall rate has stayed pretty much the same. So you have projected births and projected deaths, which leaves us with migration, which is by far the most difficult factor to project.

S&MM: *Is this due to a lack of available data or to some other problem?*

Fokas: Basically, it's because migration changes so drastically from year to year and from county to county. Here, we simply take the last three years' migration statistics and average them, which is again considered as a constant rate throughout the projection.

S&MM: *And are these data also collected directly from the county, or are they from another source?*

Fokas: In terms of historical data, we primarily use files from the Internal Revenue Service and the Bureau's P-26 Series, from which we extract the actual migration on an annual basis. For example, if you compare IRS files from one year to the next—using social security numbers—you can tell whether people lived in the same county for two consecutive years. But this number can't be projected since it changes so drastically. The biggest problem with migration data is that they can go in different directions—either positive or negative. If you take the last three years of migration and try to create a projection based on a time series that includes both positive and negative figures, it won't work. So it's not the same as the fertility rate, which you can actually project. Here, so many things can happen within a county overnight that we just take the average of the last three years and that figure becomes the constant. That's the figure we use to make the projection.

S&MM: *So now you've got the population component projected. Where do you go from here?*

Fokas: Well, before you can do anything with income, you've got to project households, because when you make a projection of income, you're using income-per-household data. So we make a projection of how household size will change over the next five years, which is once again based on national trends. Then we go back to the counties and do much the same thing as we did for projecting fertility rates. We have an estimate of household size as of today, and we apply the national trend to this, which gives us a projection of household size on an annual basis. At this point, you have a total population projection and a projection of household size, and if you divide one by the other, you have households. Once you have that figure, you can then move on to income, which is based on a projection of income per household.

We calculate the average growth of income per household over the last five years. Then we project this out over the next five years, using national and state projections from the Bureau of Economic Analysis (BEA) as a control. Usually, we can make an estimate on a national basis ourselves by making certain assumptions about projected real growth and the rate of inflation.

S&MM: *Do you use a projected rate of inflation, or do you use the current rate?*

Fokas: Well, we make an estimate—either from the Consumer Price Index or the BEA—which is based on the current rate of inflation, which we assume as being

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constant throughout the projection. From these same sources, we get an idea of the projected real growth of the GNP. Adding real growth to the inflation rate gives you a total growth figure, which is then applied to total income per household. From there, you project out five years by each individual year, the same as we do for population.

Then we go back to the counties and the projections we calculated based on income per household. Here, you have to force the summation of all the counties in the U.S. to each projected year's total. In essence, every county has its own growth factor, but the inflation rate is assumed to be the same for all counties. So even though the total growth is different for each county, the part of the growth that is due to inflation is the same. In other words, every county has its own growth; it's only the inflation rate that's assumed to be the same.

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S&MM: *Does it work the same way for retail sales?*

Fokas: Actually, we make two projections for retail trade, which kind of tells you how scared we are. One is based on retail sales per household—basically the same approach we use for projecting income.

S&MM: *But isn't retail sales per household an impure figure because of nonresident purchasing?*

Fokas: Unfortunately, that's correct, because you have nonresidents contributing to the total retail sales of the county. This is another reason why we use two different projections, the other of which is based on the ratio of retail sales to existing income. This assumes that—on a national level—49 or 50 cents of every dollar goes toward retail trade. But every county again has its own ratio. What we do is apply that national trend to the county, which is then multiplied by the projected income of that county to estimate projected retail sales.

So on the one hand we have a projection based on retail sales per household and on the other we have a projection based on the ratio of projected income to retail sales. At that point, we average the two figures, and the resulting number is the number we use. The only other step after that is to check it against certain national control numbers we have for retail trade.

S&MM: *So in other words, this is an ever-widening circle. You're closest to the source when you project population, and then the other areas—because they're based on what came before—move you further and further away from that point of origin.*

Fokas: That's right. Because, as I said before, everything we do is based on population in one way or another. You make a population projection, then households—which depends on population—and then income, which is based on households. Retail trade is also indirectly related to population, because there you use per-household data and also the ratio to total income, which is in turn related back to households.

S&MM: *So given that ever-expanding process from population on out, this means that population* *figures are probably the most reliable, with income slightly less so and retail trade less still?*

Fokas: That's correct. And the comparisons you have here bear that out.

S&MM: *Is it then safe to say that most of the 30% and 40% differences between 1986 income and retail sales projections and the 1986 actuals are a result of the assumed rate of inflation you used, or is the problem more in the process itself?*

Fokas: I don't think inflation's the only reason. You see, households are a derivative of the population projection, and income projections are based not only on an inflation rate but also on income per household. So if your projection of households changes from one year to the next, then your total projected income will also change. On the one hand you have a revision based on the inflation rate, and on the other you have a revision based on the projection of the number of households. Both of these factors will affect the income projection as well as that of retail trade.

S&MM: *Let's go back, if we could, to the differences between 1986 projections and 1986 actuals. Some of these percentages are pretty low while others are obviously very high. Is there some sort of acceptable margin of error that most people work with to decide whether to use these numbers?*

Spar: I'll tell you, as a statistician, that phrase always gets me nervous, because when you talk about statistical margin of error, there are basically three types. One is a sampling rate error; in other words, it's some tolerance you put around a figure, and that's what I think we're talking about here. But since we're not dealing with a sample in the classic statistical sense, we don't have that number—we just don't know what it is. The second type of error is error as a function of—well, error. You just know that you're wrong. How much are you going to be off? Who the hell knows? We certainly don't know. And the third type is just gross mathematical error. When we do that we correct it.

S&MM: *But what about error in terms of comparison—either to your own figures or to Census Bureau figures?*

Spar: Well, here you're doing it five years later, and that's really kind of tough. Of course, if you were to ask us how we compare to other independent series of data for a given year, we can answer that, and we certainly do our best to check our numbers against other data. Sometimes we're off, sometimes we believe we're right and they're wrong, and other times we say, "Well, maybe if we'd seen that earlier we could have done something about it." But when you talk about acceptable error, that's a pretty subjective question.

S&MM: *Granted, but certainly you must be aware of what kind of framework people in a business climate use.*

Fokas: What we usually tell clients is that, in any given year, if we're within 15% of reality, that's a damn good estimate for income and sales projections.

Spar: Yes, but what it boils down to is you get what you pay for. If people are insistent that you be within 2%, then what you've got to

SURVEY HIGHLIGHT

The 50 largest metro markets of 1991: LA leads the way

1991 Rank	Metro Market	Projected 1991 Pop. (Thous.)	Projected % Change 1986–91
1.	Los Angeles-Long Beach	**8,869.6**	+ 6.7%
2.	New York	**8,713.0**	+ 2.2
3.	Chicago	**6,187.9**	+ 0.4
4.	Philadelphia	**4,884.2**	+ 1.2
5.	Detroit	**4,412.7**	+ 1.2
6.	Boston-Lawrence-Salem-Lowell-Brockton	**3,752.9**	+ 0.8
7.	Washington, DC	**3,744.8**	+ 5.7
8.	Houston	**3,567.9**	+10.4
9.	Atlanta	**2,800.3**	+10.1
10.	Nassau-Suffolk, NY	**2,738.7**	+ 2.8
11.	Dallas	**2,666.3**	+12.1
12.	St. Louis	**2,498.7**	+ 1.9
13.	San Diego	**2,466.0**	+11.2
14.	Minneapolis-St. Paul	**2,445.9**	+ 5.3
15.	Baltimore	**2,374.7**	+ 3.0
16.	Anaheim-Santa Ana	**2,341.3**	+ 7.5
17.	Riverside-San Bernardino, CA	**2,325.2**	+15.9
18.	Phoenix	**2,221.4**	+15.9
19.	Tampa-St. Petersburgh-Clearwater, FL	**2,133.9**	+11.4
20.	Pittsburgh	**2,103.4**	− 1.7
21.	Oakland	**2,070.6**	+ 6.2
22.	Newark	**1,905.4**	+ 0.3
23.	Miami-Hialeah	**1,901.7**	+ 6.5
24.	Seattle	**1,860.5**	+ 5.8
25.	Cleveland	**1,823.2**	− 1.6
26.	Denver	**1,796.3**	+ 8.9
27.	San Francisco	**1,649.6**	+ 4.2
28.	Kansas City	**1,582.3**	+ 3.7
29.	San Jose, CA	**1,484.5**	+ 5.4
30.	Sacramento	**1,450.9**	+11.2
31.	Cincinnati	**1,421.0**	+ 0.1
32.	Fort Worth-Arlington	**1,420.3**	+15.9
33.	New Orleans	**1,402.8**	+ 4.1
34.	Milwaukee	**1,400.5**	+ 0.4
35.	Norfolk-Virginia Beach-Newport News, VA	**1,394.9**	+ 6.7
36.	San Antonio	**1,378.6**	+10.2
37.	Columbus, OH	**1,334.4**	+ 2.5
38.	Bergen-Passaic, NJ	**1,311.1**	+ 0.6
39.	Fort Lauderdale-Hollywood-Pompano Beach	**1,280.0**	+ 9.6
40.	Indianapolis	**1,247.2**	+ 2.3
41.	Portland, OR	**1,188.3**	+ 2.5
42.	Charlotte-Gastonia-Rock Hill	**1,140.3**	+ 6.4
43.	Salt Lake City-Ogden	**1,139.5**	+ 8.3
44.	Hartford-New Britain-Middletown-Bristol, CT	**1,126.5**	+ 2.6
45.	Oklahoma City	**1,081.0**	+ 8.9
46.	Monmouth-Ocean, NJ	**1,033.1**	+ 7.9
47.	Orlando, FL	**1,031.4**	+14.7
48.	Rochester, NY	**1,005.4**	+ 1.3
49.	Nashville, TN	**995.8**	+ 6.3
50.	Middlesex-Somerset-Hunterdon, NJ	**983.6**	+ 4.0

Source: Sales & Marketing Management's *1987 Survey of Buying Power—Part II*

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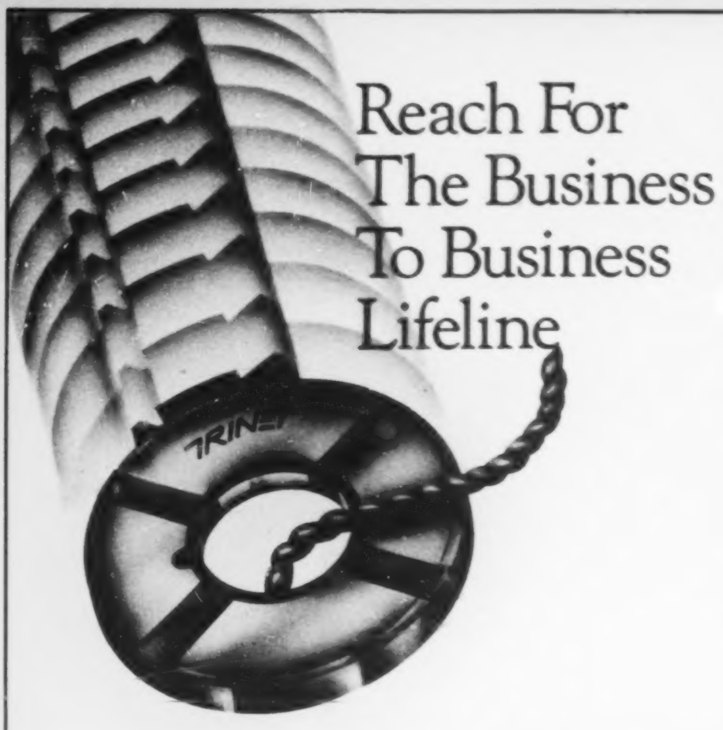

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do is an amount of research so massive that you'll ensure that. Certainly, this is not what we've tried to do here. What we've tried to do is come up with a reasonable projection based on history. And that means you're going to have to accept a certain amount of statistical error, because no one here can do the vast amount of research on the local level—which really amounts to a forecast—to make it an "acceptable" level to somebody that needs 2%.

S&MM: *So what's your feeling about comparing projections and actuals? Is it valid?*

Spar: Basically, I think it just won't work. It falls apart. And the only time it won't fall apart is if nothing ever happens. If we went back to the fifties, and this was 1957 instead of 1987, we probably would have great data. There was no inflation to speak of, nobody went anywhere, the country really fell asleep for 10 years. Back in the fifties it was very easy to make a population estimate. There was a more stable type of migration. In those days, school enrollment was the major factor used to calculate migration. That just wouldn't work today.

Fokas: As far as projections are concerned, I think you also have to consider other officially accepted projections, such as the state control totals for income from the BEA. When we apply our procedures and methodology on a county-by-county basis and we make a projection, we're checking that against BEA controls. If we're off by 25% or 30% then that would mean, by definition, that the BEA is off by that amount too.

If you define our job as trying to do the best we can—the best projection we can produce—then we've succeeded. But in reality, when you use these numbers to make marketing decisions, you have to realize that for any given county there's going to be the possibility of error. We produce these numbers because we believe that, given the definition of our job, we've done our best and these are the best projections available.

S&MM: *Do you think the average user is aware that this kind of error is inherent in these numbers?*

SURVEY HIGHLIGHT

Metros with the highest household incomes in 1991

1991 Rank	Metro Market	1991 Average Household EBI
1.	Bridgeport-Stamford-Norwalk-Danbury, CT	$73,851
2.	Nassau-Suffolk, NY	71,637
3.	Lake County, IL	68,624
4.	Washington, DC	64,031
5.	Middlesex-Somerset-Hunterdon, NJ	63,163
6.	San Jose	62,556
7.	Bergen-Passaic, NJ	62,337
8.	Grand Forks, ND	61,138
9.	Oxnard-Ventura, CA	60,662
10.	Trenton, NJ	60,216
11.	Anaheim-Santa Ana, CA	59,777
12.	San Francisco	58,959
13.	Newark	58,615
14.	Midland, TX	58,599
15.	Honolulu	58,043
16.	Anchorage	56,403
17.	Boston-Lawrence-Salem-Lowell-Brockton	56,325
18.	Hartford-New Britain-Middletown-Bristol, CT	56,282
19.	Oakland	56,269
20.	Monmouth-Ocean, NJ	56,094
21.	Poughkeepsie, NY	55,918
22.	Brazoria, TX	55,655
23.	Manchester-Nashua, NH	55,493
24.	New London-Norwich, CT	55,004
25.	New Haven-Waterbury-Meriden, CT	54,999
26.	Minneapolis-St. Paul	$54,770
27.	Kenosha, WI	53,862
28.	Chicago	53,679
29.	Santa Barbara-Santa Maria-Lompoc	53,676
30.	Aurora-Elgin, IL	53,529
31.	Wichita, KS	53,426
32.	Seattle	53,416
33.	Lincoln, NE	53,370
34.	Portsmouth-Dover-Rochester, NH	53,264
35.	Omaha	53,216
36.	Richland-Kennewick-Pasco, WA	53,086
37.	San Diego	52,969
38.	Santa Cruz, CA	52,437
39.	Topeka	52,392
40.	Wilmington, DE	52,281
41.	Kalamazoo, MI	52,108
42.	Rochester, MN	52,013
43.	Dallas	51,877
44.	Ann Arbor, MI	51,375
45.	Grand Rapids, MI	51,152
46.	Salinas-Seaside-Monterey, CA	51,111
47.	Denver	51,096
48.	Iowa City	51,007
49.	Peoria, IL	50,659
50.	West Palm Beach-Boca Raton-Delray Beach, FL	50,615
	U.S. Average	**$45,362**

Source: Sales & Marketing Management's *1987 Survey of Buying Power—Part II.*

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Spar: The average person out there is getting paid to do a specific job, not to be a statistician. They rely on us to be their statistican. So I would have to say that I think they're probably not aware. That's what they pay us for.

One of the reasons that we're not as rich as we could be is that we've taken the stand that we're not going to make estimates for things we don't believe in. We don't make estimates for census tracts, we limit the number of estimates we make for zip codes, we limit the number of estimates we make at the county level. And let me just make it clear that here I'm talking about estimates—the data we call "current" or what you're calling "actuals."

S&MM: *What does all of this boil down to in terms of how projections should be treated by the user?*

Spar: The bottom line is that population data are pretty solid, because the factors that can get you into trouble are fewer with population. Here, you have only three components—births, deaths, and migration. Births and deaths—no matter what—we've got a pretty good handle on at the county level. With migration, unless some incredible economic fiasco takes place, for the most part you can extrapolate the migration flow. In the case of a Houston, however, your numbers are going to be off the wall because the bottom fell out of that market. But if you take a look at other metros, the figures aren't too bad. That's basically because we have more solid data for population. A lot of people make projections and a lot of people do forecasts, and we can hook into those numbers—and we do. We're very careful to pick up whatever we can from the Bureau. So not only do you have a situation where less can go wrong, you've got more information to work with to help you verify what you're doing. When it comes to income and retail trade, it's more like random chance. There are more factors that can affect the numbers adversely and there's also less to go on in terms of the basic data themselves.

Going back to what I said before, when you make a projection from a baseline number, that number's going to be pretty good. If you're projecting population from 1980 to 1986, one's a census benchmark and the other's an estimate. The 1986 estimate is a reasonable estimate, so you're really projecting from two good points. When you're projecting income or retail trade from 1980 to 1986, the 1980 figure is fine, but 1986 is already a soft number. If you try to extrapolate from a number that's already soft, no matter how you look at it you're going to do much better with population. ■

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SURVEY HIGHLIGHT

Tomorrow's fastest-growing markets: Naples and Anchorage tie for first

1991 Rank	Metro Market	Projected % Growth 1986–91
1.	Anchorage	17.7%
1.	Naples, FL	17.7
3.	Midland, TX	17.6
4.	Austin, TX	17.4
5.	Ocala, FL	17.3
6.	Fort Myers-Cape Coral, FL	16.9
6.	Fort Pierce, FL	16.9
8.	Melbourne-Titusville- Palm Bay, FL	16.5
9.	West Palm Beach-Boca Raton- Delray Beach, FL	16.4
10.	Bryan-College Station, TX	16.0
11.	Fort Walton Beach, FL	15.9
11.	Fort Worth-Arlington, TX	15.9
11.	Phoenix	15.9
11.	Riverside-San Bernardino	15.9
15.	McAllen-Edinburg-Mission, TX	15.8
16.	Merced, CA	15.6
17.	Orlando, FL	14.7
18.	Daytona Beach, FL	14.6
19.	Sarasota, FL	14.5
20.	Las Cruces, NM	13.5
21.	Panama City, FL	13.4
22.	Bakersfield, CA	13.1
22.	Bradenton, FL	13.1
24.	Tyler, TX	13.0
25.	Las Vegas	12.9

Source: Sales & Marketing Management's *1987 Survey of Buying Power—Part II*
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SECTION B:

Merchandise

Line Sales

GUIDE TO USING S&MM METRO AREA MERCHANDISE LINE SALES DATA

Merchandise Line Sales data pertain to total sales of a product category by the various retail store types handling that particular product line. For example, if the dollar sales of "Groceries & Other Foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the resulting figure would represent merchandise line sales for that category. Because of this distinction, merchandise line sales should not be confused with store-group sales, which pertain to the business volume of a retail outlet category, such as Food Stores. Food stores sell many more types of merchandise than just food products. The updates from the 1982 Census of Retail Sales shown in this section refer to seven broad product categories, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals provide a more realistic estimate of a particular product's market share than that which is indicated by store-group sales.

To enhance the usefulness of merchandise line sales totals, the Summary of Merchandise Line Sales by Region and State shows, for each product category, the dollar sales accounted for by a leading store type associated with the product classification. This makes these data more useful in analyzing distribution channels in a particular market. The dominant store types and their related merchandise line category shown in the regional and state summary table are: Food Stores for Groceries & Other Foods; Drugstores for Drugs & Health & Beauty Aids; Apparel Stores for Women's & Girls' Clothing; Apparel Stores for Men's & Boys' Clothing; Apparel Stores for Footwear; Furniture-Home Furnishing-Appliance Stores for Major Household Appliances; and Furniture-Home Furnishing-Appliance Stores for Furniture & Sleep Equipment.

Groceries & Other Foods include meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods. (Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included in this category.)

Drugs & Health & Beauty Aids include proprietary drugs, health aids, cosmetics, and other hygiene products.

Women's & Girls' Clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments, dresses, casual and utility coats, jackets, rainwear, and active sportswear; women's hosiery, bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's & Boys' Clothing includes men's, boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sport coats, formal wear, and tailored slacks; men's jeans and casual slacks; career apparel and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportwear; and other accessories.

Footwear includes women's and girls' footwear; men's and boys' footwear; children's footwear; and footwear accessories. (Note: Infants' and toddlers' footwear are not included.)

Major Household Appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture & Sleep Equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor and office furniture.

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1986

REGION State	Groceries & Other Foods		Drugs & Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**17,159,730**	**16,613,897**	**3,118,765**	**2,071,420**	**5,214,524**	**2,650,677**	**2,738,082**	**1,226,058**	**1,372,753**	**978,562**	**1,016,287**	**448,056**	**1,714,891**	**1,368,490**
Connecticut	4,335,271	4,199,258	799,108	470,194	1,295,533	665,641	674,913	300,589	359,570	273,470	271,998	160,491	482,429	386,156
Maine	1,535,066	1,482,900	212,844	145,343	296,233	120,777	218,265	87,465	120,118	58,826	79,042	31,709	90,184	68,509
Massachusetts	7,872,728	7,625,205	1,550,204	1,079,905	2,742,486	1,429,788	1,364,957	631,355	667,852	483,983	472,806	180,054	837,337	672,397
New Hampshire	1,558,742	1,520,419	230,197	137,451	388,165	179,908	207,498	85,769	102,818	75,985	89,704	27,465	151,115	117,296
Rhode Island	1,151,215	1,116,417	225,445	174,799	340,739	181,774	174,718	78,016	79,844	59,975	65,193	31,166	104,140	82,306
Vermont	706,708	669,698	100,969	63,728	151,368	72,789	97,731	42,864	42,551	26,323	37,544	17,171	49,686	41,826
MIDDLE ATLANTIC ...	**41,796,453**	**40,660,851**	**9,470,263**	**6,176,749**	**14,462,691**	**7,622,592**	**7,304,296**	**3,714,938**	**4,180,088**	**3,302,611**	**2,470,363**	**1,375,159**	**5,054,548**	**3,969,103**
New Jersey	9,528,818	9,303,999	2,044,399	1,224,349	3,279,462	1,805,926	1,625,527	831,195	926,819	729,311	634,854	379,352	1,192,091	946,195
New York	19,871,075	19,375,238	4,446,823	3,057,595	6,974,309	3,772,727	3,627,746	2,034,937	2,085,000	1,666,318	1,040,667	556,220	2,468,485	1,994,752
Pennsylvania	12,396,560	11,981,614	2,979,041	1,894,805	4,208,920	2,043,939	2,051,023	848,806	1,168,269	906,982	794,842	439,587	1,393,972	1,028,156
EAST NORTH CENTRAL	**41,822,631**	**38,688,053**	**10,042,208**	**6,418,416**	**13,334,193**	**6,329,159**	**6,804,761**	**2,654,117**	**3,780,075**	**2,681,246**	**2,754,579**	**1,461,403**	**4,750,460**	**3,697,866**
Illinois	10,448,082	9,949,059	2,655,340	1,619,926	4,277,744	2,246,867	2,075,473	989,770	1,250,836	878,762	734,535	339,727	1,427,730	1,097,474
Indiana	5,540,845	5,345,591	1,334,620	892,892	1,601,758	756,777	829,105	309,708	449,054	328,172	400,535	195,088	582,342	463,300
Michigan	10,102,352	8,620,774	2,384,837	1,592,612	2,900,135	1,548,014	1,435,306	610,154	809,960	628,668	623,476	392,972	1,046,107	853,592
Ohio	10,922,645	10,506,050	2,795,096	1,803,380	3,326,124	1,281,757	1,764,203	517,524	905,178	611,279	703,858	372,231	1,238,975	923,363
Wisconsin	4,808,707	4,266,579	872,315	509,606	1,228,432	495,744	700,674	226,961	365,047	234,365	292,175	161,385	455,306	360,137
WEST NORTH CENTRAL	**18,707,832**	**17,851,476**	**3,983,924**	**2,201,649**	**5,112,110**	**2,192,632**	**2,715,294**	**1,069,596**	**1,374,911**	**925,939**	**1,313,869**	**568,791**	**1,967,616**	**1,481,946**
Iowa	2,948,190	2,849,311	573,860	343,069	743,946	329,840	397,263	166,238	193,320	139,333	190,688	91,085	259,021	216,450
Kansas	2,542,034	2,447,145	610,061	353,086	634,553	276,137	361,031	145,908	181,674	128,075	209,722	98,732	277,620	209,752
Minnesota	4,899,197	4,601,851	950,273	519,504	1,424,384	580,896	731,424	294,324	347,636	226,683	314,382	106,066	523,042	373,620
Missouri	5,525,089	5,306,277	1,272,238	662,945	1,531,266	642,090	810,839	286,842	430,091	275,324	379,111	160,490	578,799	398,170
Nebraska	1,510,305	1,428,109	336,743	198,146	419,631	191,170	219,563	87,347	122,468	89,484	128,667	76,613	183,799	157,946
North Dakota	638,438	605,493	116,884	59,016	191,099	88,596	102,208	43,351	51,726	34,375	49,650	21,051	78,790	67,609
South Dakota	644,579	613,290	123,865	65,883	167,231	83,903	92,966	45,586	47,996	32,665	41,649	14,754	66,545	58,399
SOUTH ATLANTIC	**39,172,565**	**37,745,739**	**9,797,047**	**5,919,882**	**12,908,661**	**6,168,227**	**6,405,944**	**2,711,830**	**3,793,308**	**2,665,632**	**3,194,576**	**1,465,871**	**5,941,426**	**4,780,673**
Delaware	653,943	638,370	164,160	98,282	265,481	109,998	137,185	50,396	65,864	47,176	55,797	18,678	104,233	81,379
District of Columbia .	496,581	473,576	151,261	97,614	248,868	161,436	123,213	78,826	83,383	66,529	29,789	14,176	78,550	61,896
Florida	11,318,740	10,929,437	2,876,026	1,661,859	3,770,360	1,836,181	1,802,733	736,250	1,095,325	820,685	1,034,626	551,477	1,861,900	1,502,895
Georgia	5,731,363	5,471,350	1,497,820	912,368	1,975,263	861,303	963,066	388,577	578,174	390,169	419,146	176,382	811,495	637,390
Maryland	4,818,875	4,690,968	1,137,327	664,191	1,563,074	659,280	806,520	333,878	442,450	307,516	314,753	133,352	692,914	506,481
North Carolina	5,687,572	5,450,570	1,460,256	930,568	1,847,802	994,258	928,072	412,879	548,304	376,729	533,324	223,140	960,771	798,846
South Carolina	3,162,020	3,046,298	702,725	419,319	920,615	502,882	469,533	220,232	277,983	193,532	240,128	114,108	394,909	343,563
Virginia	5,483,152	5,299,673	1,373,712	853,998	1,852,139	864,801	925,705	411,018	564,262	366,900	425,061	179,148	868,011	718,294
West Virginia	1,820,319	1,745,497	433,760	281,683	465,059	178,088	249,917	79,774	137,563	96,396	141,952	55,410	168,643	129,929
EAST SOUTH CENTRAL	**14,258,545**	**13,704,686**	**3,695,428**	**2,363,585**	**4,077,038**	**1,944,784**	**2,083,940**	**864,284**	**1,190,496**	**811,758**	**1,070,814**	**478,323**	**1,724,022**	**1,403,784**
Alabama	3,544,107	3,421,242	874,567	574,088	1,001,165	530,893	512,649	253,943	283,957	204,982	253,311	101,663	436,144	359,448
Kentucky	3,463,856	3,339,235	907,982	594,303	929,427	415,258	478,641	167,817	260,537	171,825	246,234	124,091	373,436	304,435
Mississippi	2,384,928	2,297,385	585,275	391,370	623,093	281,831	311,791	126,239	194,771	123,949	194,709	76,158	281,691	230,406
Tennessee	4,865,654	4,646,824	1,327,604	803,824	1,523,353	716,802	780,859	316,285	451,231	311,002	376,560	176,411	632,751	509,495
WEST SOUTH CENTRAL	**26,276,280**	**25,241,213**	**6,362,007**	**3,130,528**	**8,490,129**	**4,492,764**	**4,375,217**	**2,084,109**	**2,679,423**	**1,981,767**	**2,187,066**	**902,813**	**3,324,206**	**2,631,984**
Arkansas	2,194,809	2,092,367	521,163	296,643	584,077	320,870	303,129	132,632	166,471	124,273	162,040	72,941	241,773	187,958
Louisiana	4,324,135	4,198,754	1,079,605	628,361	1,274,935	660,453	667,180	324,351	438,501	327,371	407,400	177,697	543,197	433,420
Oklahoma	3,268,519	3,124,243	783,730	378,253	1,029,166	589,177	558,143	299,339	296,651	225,395	254,076	116,784	433,243	354,729
Texas	16,488,817	15,825,849	3,977,509	1,827,271	5,601,951	2,922,264	2,846,765	1,327,787	1,777,800	1,304,728	1,363,550	535,391	2,105,993	1,655,877
MOUNTAIN	**13,356,040**	**12,812,577**	**3,294,160**	**1,820,403**	**3,892,115**	**1,662,173**	**2,051,991**	**789,984**	**1,152,378**	**793,796**	**946,787**	**484,179**	**1,616,475**	**1,278,828**
Arizona	3,353,967	3,178,845	867,041	508,343	1,065,198	364,624	500,084	149,905	273,256	186,867	206,340	99,818	428,671	336,186
Colorado	3,601,245	3,497,166	818,518	397,884	1,067,318	463,496	589,392	231,562	324,412	228,811	265,837	134,470	490,005	385,670
Idaho	908,019	874,090	220,672	151,859	208,860	96,945	123,269	50,297	65,744	36,970	66,900	45,846	82,425	70,872
Montana	864,980	831,566	185,629	121,653	208,075	107,535	106,213	55,672	60,003	42,678	69,800	36,962	92,116	72,484
Nevada	1,119,600	1,079,647	385,363	192,861	411,972	161,506	224,154	80,948	125,576	90,699	93,260	47,786	132,547	91,661
New Mexico	1,414,623	1,352,730	322,564	166,534	397,257	212,615	207,732	99,138	127,812	97,077	104,712	45,564	158,604	129,777
Utah	1,436,071	1,365,209	352,480	193,354	404,252	177,419	229,322	84,070	136,317	80,220	105,675	57,737	177,533	150,567
Wyoming	657,535	633,324	141,893	87,915	129,183	78,033	71,825	38,392	39,258	30,474	34,263	15,994	54,574	41,611
PACIFIC	**38,075,862**	**35,408,602**	**9,092,590**	**4,690,352**	**12,617,626**	**6,331,301**	**6,707,872**	**3,233,781**	**3,847,062**	**2,896,421**	**2,593,282**	**1,276,907**	**4,648,515**	**3,532,407**
Alaska	710,725	662,150	173,717	76,964	195,177	89,093	110,696	49,101	63,340	28,461	57,335	7,658	73,591	44,175
California	28,842,790	27,132,337	6,937,462	3,549,870	9,861,998	4,819,313	5,221,623	2,490,020	3,017,763	2,321,089	2,022,708	1,030,303	3,721,703	2,857,288
Hawaii	1,127,989	996,762	322,282	196,849	516,509	311,110	268,936	161,673	102,024	88,858	59,787	26,684	96,563	66,457
Oregon	2,778,996	2,248,296	629,985	260,822	705,965	377,219	397,098	185,287	243,568	162,931	175,520	88,536	274,395	208,004
Washington	4,615,382	4,369,057	1,029,144	605,847	1,337,977	734,566	709,519	347,700	420,367	295,082	277,932	123,726	482,263	356,483
TOTAL UNITED STATES	**250,625,938**	**238,727,094**	**58,856,392**	**34,792,984**	**80,109,087**	**39,394,309**	**41,187,397**	**18,348,697**	**23,370,494**	**17,037,732**	**17,547,623**	**8,461,502**	**30,742,159**	**24,145,081**

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	8,650,957	1
New York, N.Y.	8,378,674	2
Chicago, Ill.	5,657,879	3
Philadelphia, Pa.	5,145,699	4
Detroit, Mich.	4,956,135	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,816,032	6
Washington, D.C.	4,000,700	7
Nassau - Suffolk, N.Y.	3,915,070	8
Houston, Tex.	3,349,718	9
Minneapolis - St. Paul, Minn.	2,811,996	10
St. Louis, Mo.	2,713,763	11
Atlanta, Ga.	2,549,646	12
Dallas, Tex.	2,538,278	13
Anaheim - Santa Ana, Cal.	2,386,415	14
Newark, N.J.	2,320,876	15
Baltimore, Md.	2,316,261	16
Pittsburgh, Pa.	2,195,582	17
Oakland, Cal.	2,191,501	18
San Diego, Cal.	2,159,089	19
Cleveland, Ohio	2,144,164	20
San Francisco, Cal.	2,113,413	21
Phoenix, Ariz.	2,089,597	22
Riverside - San Bernardino, Cal.	2,053,075	23
Seattle, Wash.	1,976,756	24
Denver, Colo.	1,881,030	25
Tampa - St. Petersburg - Clearwater, Fla.	1,878,280	26
Bergen - Passaic, N.J.	1,784,810	27
Miami - Hialeah, Fla.	1,740,742	28
Kansas City, Mo.-Kans.	1,736,962	29
San Jose, Cal.	1,589,224	30
Cincinnati, Ohio	1,502,524	31
Milwaukee, Wisc.	1,493,212	32
New Orleans, La.	1,452,259	33
Hartford - New Britain - Middletown - Bristol, Conn.	1,438,900	34
Sacramento, Cal.	1,366,843	35
Fort Worth - Arlington, Tex.	1,322,290	36
Middlesex - Somerset - Hunterdon, N.J.	1,303,519	37
Portland, Ore.	1,288,279	38
Columbus, Ohio	1,280,859	39
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,251,006	40
Monmouth - Ocean, N.J.	1,232,594	41
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,212,543	42
Indianapolis, Ind.	1,186,074	43
Buffalo, N.Y.	1,185,521	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,155,516	45
San Antonio, Tex.	1,140,082	46
Oklahoma City, Okla.	1,100,169	47
Albany - Schenectady - Troy, N.Y.	1,076,559	48
Memphis, Tenn.	1,069,118	49
Providence - Pawtucket - Woonsocket, R.I.	1,063,917	50
Total Top 50	**119,164,108**	
Rochester, N.Y.	1,051,285	51
Norfolk - Virginia Beach - Newport News, Va.	1,047,165	52
New Haven - Waterbury - Meriden, Conn.	1,040,335	53
Dayton - Springfield, Ohio	953,981	54
Louisville, Ky.	940,470	55
Salt Lake City - Ogden, Utah	906,874	56
Nashville, Tenn.	904,052	57
Orlando, Fla.	888,666	58
Birmingham, Ala.	879,383	59
West Palm Beach - Boca Raton - Delray Beach, Fla.	841,289	60
Greensboro - Winston-Salem - High Point, N.C.	837,531	61
New Bedford - Fall River - Attleboro, Mass.	823,970	62
Richmond - Petersburg, Va.	812,787	63
Harrisburg - Lebanon - Carlisle, Pa.	793,043	64
Springfield, Mass.	789,318	65
Toledo, Ohio	782,546	66
Scranton - Wilkes-Barre, Pa.	776,614	67
Honolulu, Haw.	774,163	68
Worcester - Fitchburg - Leominster, Mass.	763,694	69
Syracuse, N.Y.	755,531	70
Grand Rapids, Mich.	739,613	71
Knoxville, Tenn.	734,745	72
Tulsa, Okla.	715,597	73
Jacksonville, Fla.	714,502	74
Gary - Hammond, Ind.	689,031	75
Allentown - Bethlehem, Pa.	687,206	76
Akron, Ohio	666,966	77
Jersey City, N.J.	642,228	78
Greenville - Spartanburg, S.C.	632,375	79
Austin, Tex.	629,061	80
Las Vegas, Nev.	627,678	81
Omaha, Neb.	615,240	82
Chattanooga, Tenn.	601,668	83
Oxnard - Ventura, Cal.	600,063	84
Raleigh - Durham, N.C.	581,874	85
Tucson, Ariz.	567,518	86
Flint, Mich.	548,152	87
Little Rock - North Little Rock, Ark.	543,030	88
Fresno, Cal.	540,664	89
Baton Rouge, La.	536,524	90
Wilmington, Del.	535,008	91
Lansing - East Lansing, Mich.	527,532	92
Mobile, Ala.	517,388	93
Tacoma, Wash.	510,098	94
Portsmouth - Dover - Rochester, N.H.	492,604	95
Bakersfield, Cal.	486,145	96
Youngstown - Warren, Ohio	476,112	97
Saginaw - Bay City - Midland, Mich.	474,364	98
Charleston, S.C.	461,208	99
Albuquerque, N.M.	459,383	100
Total Top 100	**154,082,382**	
Des Moines, Iowa	454,586	101
Lancaster, Pa.	452,391	102
Wichita, Kans.	440,492	103
Canton, Ohio	429,010	104
Santa Barbara - Santa Maria - Lompoc, Cal.	428,823	105
Manchester - Nashua, N.H.	423,600	106
Beaumont - Port Arthur, Tex.	421,532	107
Portland, Me.	421,445	108
Stockton, Cal.	416,676	109
Johnson City - Kingsport - Bristol, Tenn.	415,313	110
Trenton, N.J.	413,017	111
Atlantic City, N.J.	407,421	112
Santa Rosa - Petaluma, Cal.	397,836	113
Madison, Wisc.	396,285	114
Vallejo - Fairfield - Napa, Cal.	394,677	115
El Paso, Tex.	386,871	116
Lake County, Ill.	384,108	117
Orange County, N.Y.	369,685	118
Davenport - Rock Island - Moline, Iowa-Ill.	368,742	119
Columbia, S.C.	367,390	120
Shreveport, La.	367,330	121
Utica - Rome, N.Y.	364,470	122
Jackson, Miss.	364,338	123
Spokane, Wash.	363,440	124
York, Pa.	361,742	125
Reading, Pa.	361,531	126
Corpus Christi, Tex.	353,946	127
Fort Wayne, Ind.	353,736	128
Lexington-Fayette, Ky.	341,100	129
Modesto, Cal.	332,980	130
Lakeland - Winter Haven, Fla.	329,755	131
Huntington - Ashland, W.Va.-Ky.	328,230	132
Colorado Springs, Colo.	328,107	133
Anchorage, Alas.	326,833	134
Evansville, Ind.	326,600	135
Peoria, Ill.	326,375	136
Augusta, Ga.	322,930	137
Visalia - Tulare - Porterville, Cal.	316,871	138
Daytona Beach, Fla.	316,515	139
Aurora - Elgin, Ill.	311,482	140
Poughkeepsie, N.Y.	308,298	141
Binghamton, N.Y.	305,898	142
Erie, Pa.	303,375	143
Fort Myers - Cape Coral, Fla.	293,082	144
Macon - Warner Robins, Ga.	289,378	145
New London - Norwich, Conn.	289,061	146
Charleston, W.Va.	285,025	147
Pensacola, Fla.	283,389	148
Duluth, Minn.	283,002	149
Sarasota, Fla.	281,972	150
Total Top 150	**171,993,073**	
Melbourne - Titusville - Palm Bay, Fla.	281,755	151
Ann Arbor, Mich.	279,798	152
Boulder - Longmont, Colo.	277,950	153
Rockford, Ill.	272,946	154
Joliet, Ill.	270,800	155
Reno, Nev.	269,289	156
Springfield, Mo.	265,132	157
Appleton - Oshkosh - Neenah, Wisc.	263,058	158
Salinas - Seaside - Monterey, Cal.	261,655	159
McAllen - Edinburg - Mission, Tex.	261,497	160
Lorain - Elyria, Ohio	255,521	161
Galveston - Texas City, Tex.	255,129	162
Montgomery, Ala.	248,542	163
Eugene - Springfield, Ore.	247,635	164
Niagara Falls, N.Y.	246,672	165
Santa Cruz, Cal.	243,070	166
South Bend - Mishawaka, Ind.	241,872	167
Johnstown, Pa.	240,092	168
Kalamazoo, Mich.	235,718	169
Savannah, Ga.	233,224	170
Hamilton - Middletown, Ohio	232,779	171
Pittsfield, Mass.	227,448	172
Brownsville - Harlingen, Tex.	226,855	173
Lafayette, La.	223,413	174
Roanoke, Va.	220,365	175
Lubbock, Tex.	217,414	176
Hickory, N.C.	215,799	177
Fort Pierce, Fla.	212,566	178
Brazoria, Tex.	210,044	179
Longview - Marshall, Tex.	209,959	180
Beaver County, Pa.	209,468	181
Lake Charles, La.	209,147	182
Salem, Ore.	208,147	183
Amarillo, Tex.	199,408	184
Chico, Cal.	195,983	185
Medford, Ore.	195,943	186
Huntsville, Ala.	192,277	187
Elkhart - Goshen, Ind.	190,441	188
Odessa, Tex.	189,913	189
Asheville, N.C.	189,887	190
Topeka, Kans.	189,569	191
Gainesville, Fla.	188,656	192
Springfield, Ill.	167,694	193
Fort Collins - Loveland, Colo.	187,574	194
Houma - Thibodaux, La.	185,111	195
Wheeling, W.Va.	182,342	196
Tallahassee, Fla.	181,732	197
Bradenton, Fla.	181,420	198
Midland, Tex.	180,653	199
Columbus, Ga.	179,932	200
Total Top 200	**183,166,367**	
Bangor, Me.	179,347	201
Burlington, Vt.	178,484	202
Lincoln, Neb.	175,227	203
Fayetteville, N.C.	174,711	204
Muskegon, Mich.	174,470	205
Biloxi - Gulfport, Miss.	173,741	206
Waco, Tex.	173,590	207
Boise, Ida.	173,582	208
St. Cloud, Minn.	173,499	209
Racine, Wisc.	172,673	210
Killeen - Temple, Tex.	172,609	211
Yakima, Wash.	171,032	212
Provo - Orem, Utah	170,404	213
Vancouver, Wash.	170,284	214
Ocala, Fla.	170,189	215
Cedar Rapids, Iowa	169,630	216
Terre Haute, Ind.	167,656	217
Vineland - Millville - Bridgeton, N.J.	167,434	218
Steubenville - Weirton, Ohio-W.Va.	164,944	219
Naples, Fla.	164,464	220
Battle Creek, Mich.	164,367	221
Redding, Cal.	160,135	222
Tyler, Tex.	159,746	223
Lima, Ohio	159,606	224
Tuscaloosa, Ala.	154,952	225
Billings, Mont.	154,696	226
Jackson, Mich.	154,219	227
Anderson, Ind.	153,646	228
Champaign - Urbana - Rantoul, Ill.	152,631	229
Joplin, Mo.	152,604	230
Benton Harbor, Mich.	152,184	231
Olympia, Wash.	151,776	232
Parkersburg - Marietta, W.Va.-Ohio	150,747	233
Altoona, Pa.	150,652	234
Green Bay, Wisc.	149,321	235
Athens, Ga.	148,552	236
Laredo, Tex.	147,757	237
Janesville - Beloit, Wisc.	146,313	238
Richland - Kennewick - Pasco, Wash.	146,173	239
Glens Falls, N.Y.	144,316	240
Abilene, Tex.	144,271	241
Lewiston - Auburn, Me.	142,969	242
Lynchburg, Va.	142,374	243
Muncie, Ind.	141,337	244
Pascagoula, Miss.	141,199	245
Fargo - Moorhead, N.D.-Minn.	140,936	246
Bremerton, Wash.	137,769	247
Wilmington, N.C.	137,731	248
Bryan - College Station, Tex.	136,558	249
Merced, Cal.	136,268	250
Total Top 250	**191,060,142**	
Anderson, S.C.	135,545	251
Charlottesville, Va.	133,797	252
Texarkana, Tex.-Ark.	133,538	253
Wichita Falls, Tex.	131,541	254
Kenosha, Wisc.	130,959	255
Yuba City, Cal.	129,961	256
Rochester, Minn.	129,843	257
Fort Smith, Ark.	129,701	258
Monroe, La.	127,481	259
Waterloo - Cedar Falls, Iowa	127,312	260
Dothan, Ala.	127,282	261
Eau Claire, Wisc.	127,119	262
Decatur, Ill.	126,099	263
Sioux Falls, S.D.	125,530	264
Mansfield, Ohio	122,552	265
Williamsport, Pa.	122,508	266
Sioux City, Iowa	120,357	267
Albany, Ga.	120,120	268
Fort Walton Beach, Fla.	119,100	269
Pueblo, Colo.	118,335	270
Bellingham, Wash.	117,724	271
San Angelo, Tex.	115,158	272
Alexandria, La.	114,293	273
Fayetteville - Springdale, Ark.	114,028	274
Kokomo, Ind.	113,522	275
Greeley, Colo.	113,208	276
Florence, S.C.	113,144	277
St. Joseph, Mo.	110,673	278
Burlington, N.C.	107,968	279
Bloomington - Normal, Ill.	107,109	280
Hagerstown, Md.	107,064	281
Sharon, Pa.	106,304	282
Clarksville - Hopkinsville, Tenn.-Ky.	106,232	283
Florence, Ala.	105,041	284
Wausau, Wisc.	102,759	285
Santa Fe, N.M.	101,724	286
State College, Pa.	100,712	287
Lafayette - West Lafayette, Ind.	99,845	288
Jacksonville, N.C.	98,029	289
Gadsden, Ala.	96,606	290
Dubuque, Iowa	95,429	291
Rapid City, S.D.	94,548	292
Cumberland, Md.	93,906	293
Sherman - Denison, Tex.	93,628	294
Owensboro, Ky.	93,470	295
Columbia, Mo.	91,802	296
Bloomington, Ind.	91,653	297
Kankakee, Ill.	91,488	298
Lawton, Okla.	91,371	299
Casper, Wyo.	90,321	300
Anniston, Ala.	89,146	301
Bismarck, N.D.	87,649	302
Elmira, N.Y.	86,823	303
Sheboygan, Wisc.	86,185	304
Danville, Va.	85,578	305
Jackson, Tenn.	85,346	306
La Crosse, Wisc.	85,191	307
Las Cruces, N.M.	85,090	308
Pine Bluff, Ark.	84,436	309
Panama City, Fla.	83,053	310
Victoria, Tex.	82,120	311
Cheyenne, Wyo.	74,413	312
Iowa City, Iowa	74,325	313
Lawrence, Kans.	69,781	314
Enid, Okla.	66,968	315
Great Falls, Mont.	62,054	316
Grand Forks, N.D.	49,205	317
Total Above Areas	**198,015,194**	
Percent of U.S.	**79.0083**	
U.S. Total	**250,625,938**	

S&MM METRO MARKET RANKING

DRUG, HEALTH & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	2,146,287	1
New York, N.Y.	2,093,038	2
Chicago, Ill.	1,552,395	3
Philadelphia, Pa.	1,447,422	4
Detroit, Mich.	1,340,144	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,004,894	6
Washington, D.C.	979,978	7
Houston, Tex.	812,942	8
Nassau - Suffolk, N.Y.	807,761	9
Atlanta, Ga.	728,993	10
Dallas, Tex.	669,197	11
Anaheim - Santa Ana, Cal.	621,611	12
St. Louis, Mo.	594,743	13
Cleveland, Ohio	586,389	14
Minneapolis - St. Paul, Minn.	580,516	15
Baltimore, Md.	575,756	16
Miami - Hialeah, Fla.	575,709	17
Phoenix, Ariz.	566,946	18
Oakland, Cal.	558,498	19
San Diego, Cal.	550,448	20
Pittsburgh, Pa.	528,444	21
San Francisco, Cal.	507,883	22
Seattle, Wash.	475,991	23
Kansas City, Mo.-Kans.	469,096	24
Tampa - St. Petersburg - Clearwater, Fla.	454,044	25
Newark, N.J.	451,277	26
Riverside - San Bernardino, Cal.	430,766	27
Denver, Colo.	428,879	28
Bergen - Passaic, N.J.	420,825	29
San Jose, Cal.	396,125	30
New Orleans, La.	390,338	31
Cincinnati, Ohio	375,124	32
Indianapolis, Ind.	350,209	33
Columbus, Ohio	349,648	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	347,186	35
Hartford - New Britain - Middletown - Bristol, Conn.	338,516	36
Sacramento, Cal.	326,234	37
Fort Worth - Arlington, Tex.	315,738	38
Memphis, Tenn.	310,861	39
Milwaukee, Wisc.	300,518	40
Portland, Ore.	279,055	41
Louisville, Ky.	276,475	42
Oklahoma City, Okla.	265,315	43
Middlesex - Somerset - Hunterdon, N.J.	260,489	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	259,282	45
Nashville, Tenn.	251,082	46
Honolulu, Haw.	250,568	47
Toledo, Ohio	249,692	48
Buffalo, N.Y.	245,267	49
San Antonio, Tex.	243,302	50
Total Top 50	**29,341,866**	
Norfolk - Virginia Beach - Newport News, Va.	240,520	51
Las Vegas, Nev.	237,871	52
Monmouth - Ocean, N.J.	237,696	53
Richmond - Petersburg, Va.	236,465	54
Salt Lake City - Ogden, Utah	234,968	55
Rochester, N.Y.	226,097	56
Dayton - Springfield, Ohio	224,758	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	212,555	58
Albany - Schenectady - Troy, N.Y.	212,469	59
Bridgeport - Stamford - Norwalk - Danbury, Conn.	208,787	60
Providence - Pawtucket - Woonsocket, R.I.	208,400	61
Greensboro - Winston-Salem - High Point, N.C.	207,849	62
Raleigh - Durham, N.C.	205,226	63
Birmingham, Ala.	203,147	64
Scranton - Wilkes-Barre, Pa.	198,583	65
Knoxville, Tenn.	185,680	66
Orlando, Fla.	182,729	67
Akron, Ohio	178,289	68
Tulsa, Okla.	173,964	69
Worcester - Fitchburg - Leominster, Mass.	165,870	70
Tucson, Ariz.	164,686	71
Austin, Tex.	162,550	72
New Haven - Waterbury - Meriden, Conn.	160,077	73
Jacksonville, Fla.	158,695	74
Omaha, Neb.	154,647	75
Springfield, Mass.	154,001	76
Allentown - Bethlehem, Pa.	149,266	77
Greenville - Spartanburg, S.C.	146,490	78
Syracuse, N.Y.	146,037	79
Gary - Hammond, Ind.	143,242	80
Harrisburg - Lebanon - Carlisle, Pa.	142,212	81
Grand Rapids, Mich.	139,107	82
Youngstown - Warren, Ohio	133,881	83
Oxnard - Ventura, Cal.	133,156	84
Flint, Mich.	132,010	85
Wilmington, Del.	130,051	86
Fresno, Cal.	129,726	87
Baton Rouge, La.	125,406	88
Jersey City, N.J.	121,101	89
Little Rock - North Little Rock, Ark.	113,045	90
Mobile, Ala.	113,002	91
Wichita, Kans.	111,198	92
Johnson City - Kingsport - Bristol, Tenn.	110,187	93
Jackson, Miss.	109,355	94
Saginaw - Bay City - Midland, Mich.	109,202	95
New Bedford - Fall River - Attleboro, Mass.	109,038	96
Santa Barbara - Santa Maria - Lompoc, Cal.	108,735	97
Albuquerque, N.M.	106,612	98
Stockton, Cal.	106,218	99
Atlantic City, N.J.	106,073	100
Total Top 100	**37,452,795**	
Lake County, Ill.	106,035	101
Canton, Ohio	104,317	102
Anchorage, Alas.	103,670	103
Trenton, N.J.	102,913	104
Bakersfield, Cal.	100,779	105
El Paso, Tex.	99,832	106
Chattanooga, Tenn.	99,225	107
Beaumont - Port Arthur, Tex.	98,693	108
Reno, Nev.	96,404	109
Lexington-Fayette, Ky.	96,293	110
Lansing - East Lansing, Mich.	95,400	111
Tacoma, Wash.	95,020	112
Charleston, S.C.	94,672	113
Melbourne - Titusville - Palm Bay, Fla.	92,730	114
Santa Rosa - Petaluma, Cal.	91,796	115
Spokane, Wash.	89,174	116
Columbia, S.C.	87,878	117
Augusta, Ga.	86,436	118
Fort Wayne, Ind.	84,564	119
Vallejo - Fairfield - Napa, Cal.	84,448	120
Des Moines, Iowa	84,162	121
Corpus Christi, Tex.	83,030	122
Huntington - Ashland, W.Va.-Ky.	82,040	123
Utica - Rome, N.Y.	80,820	124
Lancaster, Pa.	80,597	125
Modesto, Cal.	80,559	126
Manchester - Nashua, N.H.	80,103	127
Macon - Warner Robins, Ga.	79,649	128
Aurora - Elgin, Ill.	79,090	129
Springfield, Mo.	77,282	130
Shreveport, La.	76,786	131
Montgomery, Ala.	76,235	132
Sarasota, Fla.	75,791	133
Davenport - Rock Island - Moline, Iowa-Ill.	75,149	134
Daytona Beach, Fla.	74,714	135
Peoria, Ill.	73,666	136
Reading, Pa.	72,811	137
McAllen - Edinburg - Mission, Tex.	72,235	138
Charleston, W.Va.	71,334	139
Salinas - Seaside - Monterey, Cal.	70,802	140
Ann Arbor, Mich.	70,417	141
York, Pa.	69,972	142
Joliet, Ill.	69,910	143
Portsmouth - Dover - Rochester, N.H.	69,837	144
Binghamton, N.Y.	69,774	145
Fort Myers - Cape Coral, Fla.	67,244	146
Lakeland - Winter Haven, Fla.	66,567	147
Colorado Springs, Colo.	65,751	148
Rockford, Ill.	64,572	149
South Bend - Mishawaka, Ind.	64,361	150
Total Top 150	**41,588,334**	
Evansville, Ind.	63,223	151
Orange County, N.Y.	63,031	152
Portland, Me.	62,987	153
Pensacola, Fla.	61,583	154
Savannah, Ga.	60,642	155
Madison, Wisc.	60,107	156
Roanoke, Va.	59,800	157
Eugene - Springfield, Ore.	59,472	158
Hickory, N.C.	58,820	159
Visalia - Tulare - Porterville, Cal.	57,506	160
Boulder - Longmont, Colo.	57,230	161
Odessa, Tex.	56,556	162
Kalamazoo, Mich.	56,009	163
Poughkeepsie, N.Y.	55,754	164
Duluth, Minn.	55,464	165
Lubbock, Tex.	55,437	166
Brownsville - Harlingen, Tex.	55,036	167
Asheville, N.C.	54,962	168
Erie, Pa.	54,002	169
Niagara Falls, N.Y.	53,431	170
Hamilton - Middletown, Ohio	53,410	171
Lorain - Elyria, Ohio	53,359	172
Lafayette, La.	53,106	173
Lake Charles, La.	53,092	174
Huntsville, Ala.	52,889	175
Topeka, Kans.	52,709	176
Amarillo, Tex.	52,299	177
Springfield, Ill.	51,955	178
Biloxi - Gulfport, Miss.	50,920	179
Salem, Ore.	49,529	180
Boise, Ida.	49 300	181
Longview - Marshall, Tex.	49,050	182
Parkersburg - Marietta, W.Va.-Ohio	48,432	183
Columbus, Ga.	48,392	184
Bradenton, Fla.	47,220	185
Chico, Cal.	46,513	186
Wheeling, W.Va.	46,332	187
Appleton - Oshkosh - Neenah, Wisc.	46,231	188
Midland, Tex.	45,942	189
Beaver County, Pa.	45,418	190
Fort Pierce, Fla.	45,381	191
Houma - Thibodaux, La.	45,225	192
Santa Cruz, Cal.	44,960	193
New London - Norwich, Conn.	44,955	194
Gainesville, Fla.	44,224	195
Fayetteville, N.C.	43,633	196
Waco, Tex.	43,627	197
Lincoln, Neb.	42,935	198
Abilene, Tex.	42,589	199
Galveston - Texas City, Tex.	42,492	200
Total Top 200	**44,185,585**	
Pittsfield, Mass.	42,175	201
Provo - Orem, Utah	41,624	202
Brazoria, Tex.	40,954	203
Lynchburg, Va.	39,880	204
Ocala, Fla.	39,831	205
Redding, Cal.	39,808	206
Lima, Ohio	39,459	207
Green Bay, Wisc.	39,444	208
Athens, Ga.	39,306	209
Killeen - Temple, Tex.	38,918	210
Johnstown, Pa.	38,914	211
Anderson, Ind.	38,910	212
Yakima, Wash.	38,819	213
Vancouver, Wash.	38,490	214
Tallahassee, Fla.	38,484	215
Benton Harbor, Mich.	38,456	216
Champaign - Urbana - Rantoul, Ill.	38,193	217
Muncie, Ind.	38,163	218
Tyler, Tex.	37,765	219
Laredo, Tex.	37,503	220
Naples, Fla.	37,278	221
Richland - Kennewick - Pasco, Wash.	37,251	222
Billings, Mont.	36,506	223
Battle Creek, Mich.	36,502	224
Merced, Cal.	36,401	225
Steubenville - Weirton, Ohio-W.Va.	36,126	226
St. Cloud, Minn.	36,065	227
Wichita Falls, Tex.	35,942	228
Jackson, Mich.	35,687	229
Monroe, La.	35,683	230
Cedar Rapids, Iowa	35,485	231
Fort Smith, Ark.	35,404	232
Fort Collins - Loveland, Colo.	35,233	233
Santa Fe, N.M.	35,184	234
Glens Falls, N.Y.	34,342	235
Charlottesville, Va.	34,254	236
Wilmington, N.C.	34,186	237
Joplin, Mo.	33,898	238
Olympia, Wash.	33,155	239
Waterloo - Cedar Falls, Iowa	32,923	240
Alexandria, La.	32,896	241
Janesville - Beloit, Wisc.	32,885	242
Clarksville - Hopkinsville, Tenn.-Ky.	32,849	243
Racine, Wisc.	32,532	244
Elkhart - Goshen, Ind.	32,505	245
Burlington, N.C.	32,447	246
Lafayette - West Lafayette, Ind.	32,275	247
Bloomington - Normal, Ill.	32,250	248
Bremerton, Wash.	32 212	249
Pueblo, Colo.	31,995	250
Total Top 250	**46,003,032**	
Rochester, Minn.	31,621	251
Altoona, Pa.	31,229	252
Decatur, Ill.	31,209	253
Texarkana, Tex.-Ark.	31,186	254
Kokomo, Ind.	31,107	255
Jackson, Tenn.	31,025	256
Terre Haute, Ind.	30,534	257
Dothan, Ala.	30,523	258
Tuscaloosa, Ala.	30,402	259
Anderson, S.C.	30,252	260
Vineland - Millville - Bridgeton, N.J.	30,195	261
Medford, Ore.	30,121	262
Mansfield, Ohio	29,472	263
Owensboro, Ky.	29,269	264
Florence, Ala.	28,594	265
Muskegon, Mich.	28,363	266
Fort Walton Beach, Fla.	28,286	267
Las Cruces, N.M.	28,144	268
Greeley, Colo.	28,095	269
Burlington, Vt.	28,041	270
San Angelo, Tex.	27,857	271
Williamsport, Pa.	27,758	272
Panama City, Fla.	27,496	273
Bryan - College Station, Tex.	27,409	274
Florence, S.C.	27,388	275
Cumberland, Md.	26,903	276
Eau Claire, Wisc.	26,852	277
Bangor, Me.	26,775	278
Sioux Falls, S.D.	26,361	279
Sherman - Denison, Tex.	26,233	280
Albany, Ga.	25,889	281
Bellingham, Wash.	25,774	282
Fayetteville - Springdale, Ark.	25,467	283
Fargo - Moorhead, N.D.-Minn.	25,045	284
Hagerstown, Md.	24,663	285
Anniston, Ala.	23,950	286
Columbia, Mo.	23,700	287
Kenosha, Wisc.	23,431	288
Pascagoula, Miss.	22,947	289
Yuba City, Cal.	22,471	290
Danville, Va.	22,460	291
Elmira, N.Y.	22,451	292
Gadsden, Ala.	22,136	293
Cheyenne, Wyo.	21,974	294
State College, Pa.	21,745	295
Sioux City, Iowa	21,659	296
Sharon, Pa.	21,578	297
St. Joseph, Mo.	21,569	298
Great Falls, Mont.	21,234	299
Lewiston - Auburn, Me.	21,181	300
Lawton, Okla.	20,238	301
La Crosse, Wisc.	20,216	302
Casper, Wyo.	20,051	303
Dubuque, Iowa	19,784	304
Bloomington, Ind.	19,612	305
Victoria, Tex.	19,601	306
Rapid City, S.D.	19,320	307
Jacksonville, N.C.	18,911	308
Bismarck, N.D	18,307	309
Kankakee, Ill.	17,875	310
Pine Bluff, Ark.	17,594	311
Enid, Okla.	17,455	312
Sheboygan, Wisc.	17,258	313
Wausau, Wisc.	16,415	314
Iowa City, Iowa	14,612	315
Lawrence, Kans.	12,563	316
Grand Forks, N.D.	12,536	317
Total Above Areas	**47,635,404**	
Percent of U.S.	**80.9350**	
U.S. Total	**58,856,392**	

S&MM METRO MARKET RANKING

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	3,791,342	1
Los Angeles - Long Beach, Cal.	3,111,634	2
Chicago, Ill.	2,868,040	3
Philadelphia, Pa.	2,025,289	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,941,914	5
Detroit, Mich.	1,612,671	6
Washington, D.C.	1,569,696	7
Nassau - Suffolk, N.Y.	1,295,722	8
Houston, Tex.	1,220,221	9
Atlanta, Ga.	1,089,603	10
Dallas, Tex.	1,032,401	11
Anaheim - Santa Ana, Cal.	1,006,849	12
San Francisco, Cal.	959,825	13
Minneapolis - St. Paul, Minn.	954,626	14
St. Louis, Mo.	888,740	15
Miami - Hialeah, Fla.	859,964	16
San Diego, Cal.	813,112	17
Bergen - Passaic, N.J.	806,610	18
Pittsburgh, Pa.	767,106	19
Oakland, Cal.	758,663	20
Phoenix, Ariz.	751,782	21
Cleveland, Ohio	747,357	22
Baltimore, Md.	731,280	23
Newark, N.J.	724,572	24
Seattle, Wash.	715,290	25
Kansas City, Mo.-Kans.	638,757	26
San Jose, Cal.	620,187	27
Denver, Colo.	618,272	28
Riverside - San Bernardino, Cal.	562,814	29
Tampa - St. Petersburg - Clearwater, Fla.	533,889	30
Cincinnati, Ohio	508,936	31
New Orleans, La.	479,646	32
Middlesex - Somerset - Hunterdon, N.J.	478,942	33
Columbus, Ohio	459,679	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	451,257	35
Fort Worth - Arlington, Tex.	449,752	36
Hartford - New Britain - Middletown - Bristol, Conn.	449,645	37
Oklahoma City, Okla.	448,993	38
Indianapolis, Ind.	443,822	39
Bridgeport - Stamford - Norwalk - Danbury, Conn.	442,847	40
Milwaukee, Wisc.	435,683	41
Portland, Ore.	422,210	42
San Antonio, Tex.	407,951	43
Sacramento, Cal.	403,981	44
Honolulu, Haw.	398,999	45
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	398,747	46
Norfolk - Virginia Beach - Newport News, Va.	396,404	47
Memphis, Tenn.	375,907	48
Louisville, Ky.	367,650	49
West Palm Beach - Boca Raton - Delray Beach, Fla.	352,672	50
Total Top 50	**44,591,951**	
Monmouth - Ocean, N.J.	344,184	51
Nashville, Tenn.	341,551	52
Greensboro - Winston-Salem - High Point, N.C.	328,839	53
Buffalo, N.Y.	328,290	54
Providence - Pawtucket - Woonsocket, R.I.	320,360	55
Dayton - Springfield, Ohio	306,140	56
Salt Lake City - Ogden, Utah	305,021	57
New Haven - Waterbury - Meriden, Conn.	303,462	58
Rochester, N.Y.	299,965	59
Richmond - Petersburg, Va.	297,884	60
Albany - Schenectady - Troy, N.Y.	296,400	61
Birmingham, Ala	287,837	62
Orlando, Fla.	275,874	63
Toledo, Ohio	263,198	64
Knoxville, Tenn.	257,036	65
Scranton - Wilkes-Barre, Pa.	255,727	66
Raleigh - Durham, N.C.	248,069	67
Las Vegas, Nev.	246,383	68
Springfield, Mass.	245,126	69
Austin, Tex.	240,340	70
Tulsa, Okla.	233,923	71
Jacksonville, Fla.	229,505	72
Worcester - Fitchburg - Leominster, Mass	226,284	73
Allentown - Bethlehem, Pa.	220,400	74
Grand Rapids, Mich.	217,532	75
Little Rock - North Little Rock, Ark.	212,448	76
Omaha, Neb.	211,123	77
Wilmington, Del.	210,310	78
Syracuse, N.Y.	206,397	79
Greenville - Spartanburg, S.C.	205,754	80
Reading, Pa.	199,809	81
Oxnard - Ventura, Cal	190,017	82
Gary - Hammond, Ind.	189,038	83
Akron, Ohio	185,973	84
Harrisburg - Lebanon - Carlisle, Pa.	185,091	85
Baton Rouge, La.	181,783	86
Tucson, Ariz.	177,447	87
El Paso, Tex.	174,525	88
New Bedford - Fall River - Attleboro, Mass.	169,668	89
Saginaw - Bay City - Midland, Mich.	167,607	90
Fresno, Cal.	166,638	91
Youngstown - Warren, Ohio	166,094	92
Jersey City, N.J.	165,640	93
Manchester - Nashua, N.H.	163,042	94
Flint, Mich.	160,501	95
Lake County, Ill.	157,024	96
Columbia, S.C.	156,604	97
Albuquerque, N.M.	155,228	98
Trenton, N.J.	155,001	99
Des Moines, Iowa	148,752	100
Total Top 100	**55,972,795**	
Chattanooga, Tenn.	148,273	101
McAllen - Edinburg - Mission, Tex.	140,053	102
Tacoma, Wash.	139,843	103
Anchorage, Alas.	138,431	104
Jackson, Miss.	136,486	105
Lexington-Fayette, Ky.	136,099	106
Johnson City - Kingsport - Bristol, Tenn.	135,235	107
Santa Barbara - Santa Maria - Lompoc, Cal.	134,758	108
Wichita, Kans.	134,110	109
Canton, Ohio	133,418	110
Lansing - East Lansing, Mich.	133,128	111
Reno, Nev.	133,010	112
Huntington - Ashland, W.Va.-Ky.	131,216	113
Beaumont - Port Arthur, Tex.	130,161	114
Charleston, S.C.	129,495	115
Davenport - Rock Island - Moline, Iowa-Ill.	128,977	116
Mobile, Ala.	127,637	117
Portland, Me.	126,248	118
Salinas - Seaside - Monterey, Cal.	124,036	119
Madison, Wisc.	122,318	120
Bakersfield, Cal.	120,181	121
Laredo, Tex.	119,473	122
Portsmouth - Dover - Rochester, N.H.	119,406	123
Atlantic City, N.J.	118,076	124
Fort Wayne, Ind.	117,982	125
Augusta, Ga.	117,832	126
Shreveport, La.	114,451	127
Spokane, Wash.	113,699	128
Corpus Christi, Tex.	113,582	129
Colorado Springs, Colo.	111,649	130
Stockton, Cal.	110,296	131
Modesto, Cal.	108,622	132
Evansville, Ind.	107,808	133
Lancaster, Pa.	107,535	134
Orange County, N.Y.	103,112	135
Santa Rosa - Petaluma, Cal.	102,497	136
Sarasota, Fla.	99,870	137
Brownsville - Harlingen, Tex.	99,390	138
Utica - Rome, N.Y.	98,559	139
Peoria, Ill.	98,462	140
Ann Arbor, Mich.	97,881	141
Montgomery, Ala.	96,131	142
Aurora - Elgin, Ill.	93,812	143
Pensacola, Fla.	93,337	144
Kalamazoo, Mich.	91,805	145
Lafayette, La.	91,343	146
Macon - Warner Robins, Ga.	91,122	147
Rockford, Ill.	91,026	148
York, Pa.	90,274	149
Melbourne - Titusville - Palm Bay, Fla.	88,981	150
Total Top 150	**61,763,921**	
Vallejo - Fairfield - Napa, Cal.	87,546	151
Savannah, Ga.	86,957	152
South Bend - Mishawaka, Ind.	86,498	153
St. Cloud, Minn.	85,989	154
Erie, Pa.	84,000	155
Springfield, Mo.	83,786	156
Lubbock, Tex.	82,422	157
Joliet, Ill.	81,059	158
Visalia - Tulare - Porterville, Cal.	80,837	159
Daytona Beach, Fla.	80,316	160
Roanoke, Va.	79,753	161
Appleton - Oshkosh - Neenah, Wisc.	79,017	162
Duluth, Minn.	79,002	163
Fort Myers - Cape Coral, Fla.	78,290	164
Springfield, Ill.	78,129	165
Cedar Rapids, Iowa	77,907	166
Amarillo, Tex.	77,339	167
Lakeland - Winter Haven, Fla.	76,996	168
Tallahassee, Fla.	74,822	169
Green Bay, Wisc.	73,481	170
Charleston, W.Va.	73,369	171
Poughkeepsie, N.Y.	71,568	172
Columbus, Ga.	70,982	173
Boulder - Longmont, Colo.	70,942	174
Fayetteville, N.C.	70,182	175
Odessa, Tex.	69,444	176
Lincoln, Neb.	67,371	177
Midland, Tex.	66,882	178
Wheeling, W.Va.	66,627	179
Huntsville, Ala.	66,298	180
Longview - Marshall, Tex.	65,766	181
Niagara Falls, N.Y.	64,431	182
Binghamton, N.Y.	63,967	183
Lorain - Elyria, Ohio	62,725	184
Eugene - Springfield, Ore.	62,529	185
Lynchburg, Va.	62,360	186
Hickory, N.C.	61,117	187
Charlottesville, Va.	60,925	188
Tyler, Tex.	60,538	189
New London - Norwich, Conn.	59,632	190
Abilene, Tex.	59,080	191
Santa Cruz, Cal.	58,913	192
Biloxi - Gulfport, Miss.	58,732	193
Sioux Falls, S.D.	58,693	194
Wilmington, N.C.	58,657	195
Salem, Ore.	58,224	196
Asheville, N.C.	57,546	197
Waco, Tex.	56,774	198
Burlington, Vt.	56,570	199
Gainesville, Fla.	56,570	199
Total Top 200	**65,275,481**	
Galveston - Texas City, Tex.	56,310	201
Monroe, La.	55,536	202
Fargo - Moorhead, N.D.-Minn.	55,422	203
Athens, Ga.	55,316	204
Killeen - Temple, Tex.	55,218	205
Billings, Mont.	54,588	206
Beaver County, Pa.	54,527	207
Terre Haute, Ind.	54,420	208
Wichita Falls, Tex.	54,196	209
Champaign - Urbana - Rantoul, Ill.	53,972	210
Bloomington - Normal, Ill.	53,912	211
Tuscaloosa, Ala.	53,896	212
Rochester, Minn.	53,402	213
Lima, Ohio	52,692	214
Altoona, Pa.	52,436	215
Burlington, N.C.	51,393	216
Pittsfield, Mass.	51,027	217
Mansfield, Ohio	50,764	218
Ocala, Fla.	50,202	219
Houma - Thibodaux, La.	49,669	220
Fort Pierce, Fla.	49,537	221
Vancouver, Wash.	48,927	222
Yakima, Wash.	48,853	223
Fort Collins - Loveland, Colo.	48,745	224
Decatur, Ill.	48,481	225
Lake Charles, La.	48,324	226
Topeka, Kans.	48,118	227
Jackson, Tenn.	47,552	228
Naples, Fla.	47,538	229
Bangor, Me.	47,478	230
Johnstown, Pa.	47,401	231
Olympia, Wash.	47,292	232
Bryan - College Station, Tex.	46,805	233
Benton Harbor, Mich.	46,583	234
Janesville - Beloit, Wisc.	46,141	235
Lafayette - West Lafayette, Ind.	45,433	236
Boise, Ida.	44,998	237
Racine, Wisc.	44,950	238
Florence, Ala.	44,943	239
Provo - Orem, Utah	44,880	240
Parkersburg - Marietta, W.Va.-Ohio	44,362	241
Chico, Cal.	44,325	242
Albany, Ga.	43,802	243
Alexandria, La.	43,545	244
Anderson, Ind.	42,809	245
Fort Smith, Ark.	42,678	246
Waterloo - Cedar Falls, Iowa	42,662	247
Fort Walton Beach, Fla.	42,276	248
Texarkana, Tex.-Ark.	42,238	249
Sioux City, Iowa	42,141	250
Total Top 250	**67,718,206**	
Bradenton, Fla.	42,110	251
Brazoria, Tex.	41,979	252
Richland - Kennewick - Pasco, Wash.	41,770	253
Vineland - Millville - Bridgeton, N.J.	41,695	254
Hamilton - Middletown, Ohio	41,611	255
Dothan, Ala.	41,321	256
Florence, S.C.	41,306	257
Muncie, Ind.	40,988	258
Williamsport, Pa.	40,784	259
Elmira, N.Y.	40,242	260
Elkhart - Goshen, Ind.	39,870	261
Lawton, Okla.	38,551	262
San Angelo, Tex.	38,388	263
Pueblo, Colo.	38,100	264
La Crosse, Wisc.	37,422	265
Muskegon, Mich.	37,109	266
Joplin, Mo.	36,465	267
Panama City, Fla.	36,412	268
Bloomington, Ind.	36,338	269
Jackson, Mich.	36,308	270
Eau Claire, Wisc.	36,193	271
Kokomo, Ind.	36,141	272
Grand Forks, N.D.	36,104	273
Cumberland, Md.	36,06[illegible]	274
Santa Fe, N.M.	35,682	275
Anderson, S.C.	35,080	276
Merced, Cal.	34,021	277
Owensboro, Ky.	33,981	278
St. Joseph, Mo.	33,821	279
Glens Falls, N.Y.	33,736	280
Steubenville - Weirton, Ohio-W.Va.	33,579	281
Pascagoula, Miss.	32,843	282
Clarksville - Hopkinsville, Tenn.-Ky.	32,663	283
Sharon, Pa.	32,625	284
Rapid City, S.D.	32,479	285
Victoria, Tex.	32,238	286
Columbia, Mo.	32,056	287
Las Cruces, N.M.	31,798	288
Bismarck, N.D.	31,642	289
Redding, Cal.	31,271	290
Sherman - Denison, Tex.	30,016	291
Anniston, Ala.	29,614	292
Fayetteville - Springdale, Ark.	29,482	293
Lewiston - Auburn, Me.	29,314	294
Dubuque, Iowa	28,777	295
Pine Bluff, Ark.	28,694	296
Hagerstown, Md.	28,292	297
Battle Creek, Mich.	27,916	298
Bellingham, Wash.	27,879	299
Bremerton, Wash.	27,453	300
Great Falls, Mont.	27,321	301
Greeley, Colo.	27,318	302
Danville, Va.	27,089	303
State College, Pa.	26,197	304
Yuba City, Cal.	26,158	305
Medford, Ore.	25,895	306
Cheyenne, Wyo.	25,703	307
Wausau, Wisc.	25,703	307
Casper, Wyo.	23,754	309
Iowa City, Iowa	23,701	310
Kenosha, Wisc.	22,907	311
Enid, Okla.	22,761	312
Gadsden, Ala.	21,483	313
Sheboygan, Wisc.	21,404	314
Kankakee, Ill.	20,914	315
Jacksonville, N.C.	16,401	316
Lawrence, Kans.	13,647	317
Total Above Areas	**69,866,781**	
Percent of U.S.	**87.2146**	
U.S. Total	**80,109,087**	

S&MM METRO MARKET RANKING

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,959,635	1
Los Angeles - Long Beach, Cal.	1,661,255	2
Chicago, Ill.	1,356,383	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	953,277	4
Philadelphia, Pa.	926,501	5
Washington, D.C.	771,264	6
Detroit, Mich.	763,074	7
Nassau - Suffolk, N.Y.	709,234	8
Houston, Tex.	645,445	9
Atlanta, Ga.	521,265	10
Anaheim - Santa Ana, Cal.	518,708	11
San Francisco, Cal.	514,873	12
Minneapolis - St. Paul, Minn.	489,702	13
Dallas, Tex.	486,883	14
St. Louis, Mo.	444,720	15
Miami - Hialeah, Fla.	435,869	16
San Diego, Cal.	418,549	17
Bergen - Passaic, N.J.	411,360	18
Oakland, Cal.	402,765	19
Baltimore, Md.	391,452	20
Cleveland, Ohio	375,914	21
Seattle, Wash.	372,176	22
Pittsburgh, Pa.	361,833	23
Denver, Colo.	340,474	24
Kansas City, Mo.-Kans.	331,218	25
Newark, N.J.	329,348	26
San Jose, Cal.	326,030	27
Phoenix, Ariz.	324,706	28
Riverside - San Bernardino, Cal.	295,906	29
Columbus, Ohio	292,719	30
Cincinnati, Ohio	262,374	31
Tampa - St. Pete[illegible] - Clearwater, Fla.	258,098	32
New Orleans, La.	246,582	33
Middlesex - Somerset - Hunterdon, N.J.	244,372	34
Indianapolis, Ind.	236,248	35
Oklahoma City, Okla.	231,666	36
Portland, Ore.	231,439	37
Hartford - New Britain - Middletown - Bristol, Conn.	231,332	38
Fort Worth - Arlington, Tex.	228,540	39
Milwaukee, Wisc.	228,398	40
Bridgeport - Stamford - Norwalk - Danbury, Conn.	226,386	41
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	217,896	42
San Antonio, Tex.	207,225	43
Sacramento, Cal.	207,103	44
Honolulu, Haw.	204,116	45
Norfolk - Virginia Beach - Newport News, Va.	198,031	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	193,386	47
Memphis, Tenn.	186,461	48
Monmouth - Ocean, N.J.	176,961	49
Salt Lake City - Ogden, Utah	173,676	50
Total Top 50	**22,522,828**	
Nashville, Tenn.	172,039	51
Louisville, Ky.	169,458	52
New Haven - Waterbury - Meriden, Conn.	165,357	53
Providence - Pawtucket - Woonsocket, R.I.	162,842	54
Greensboro - Winston-Salem - High Point, N.C.	157,964	55
Dayton - Springfield, Ohio	154,003	56
Rochester, N.Y.	152,596	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	151,157	58
Buffalo, N.Y.	150,069	59
Albany - Schenectady - Troy, N.Y.	149,130	60
Birmingham, Ala.	144,686	61
Toledo, Ohio	144,038	62
Richmond - Petersburg, Va.	137,394	63
Las Vegas, Nev.	134,811	64
Tulsa, Okla.	134,362	65
Orlando, Fla.	127,733	66
Scranton - Wilkes-Barre, Pa.	126,257	67
Knoxville, Tenn.	122,622	68
Worcester - Fitchburg - Leominster, Mass.	119,534	69
Raleigh - Durham, N.C.	117,983	70
Grand Rapids, Mich.	117,768	71
Springfield, Mass.	116,802	72
Austin, Tex.	116,575	73
Omaha, Neb.	114,038	74
Wilmington, Del.	108,518	75
Syracuse, N.Y.	108,215	76
Jacksonville, Fla.	107,967	77
Oxnard - Ventura, Cal.	104,938	78
Greenville - Spartanburg, S.C.	103,917	79
Allentown - Bethlehem, Pa.	100,407	80
Portland, Me.	98,803	81
Reading, Pa.	98,109	82
Little Rock - North Little Rock, Ark.	97,817	83
Tucson, Ariz.	96,006	84
Baton Rouge, La.	95,992	85
Fresno, Cal.	95,283	86
Gary - Hammond, Ind.	94,680	87
Jersey City, N.J.	94,050	88
Harrisburg - Lebanon - Carlisle, Pa.	91,443	89
New Bedford - Fall River - Attleboro, Mass.	89,417	90
El Paso, Tex.	89,322	91
Akron, Ohio	87,999	92
Manchester - Nashua, N.H.	86,206	93
Albuquerque, N.M.	83,674	94
Saginaw - Bay City - Midland, Mich.	83,556	95
Youngstown - Warren, Ohio	83,274	96
Flint, Mich.	82,656	97
Wichita, Kans.	80,034	98
Des Moines, Iowa	77,705	99
Chattanooga, Tenn.	77,558	100
Total Top 100	**28,299,592**	
Columbia, S.C.	76,150	101
Lake County, Ill.	75,618	102
Huntington - Ashland, W.Va.-Ky.	73,954	103
Tacoma, Wash.	72,775	104
Beaumont - Port Arthur, Tex.	72,679	105
Trenton, N.J.	72,458	106
Reno, Nev.	72,129	107
Anchorage, Alas.	71,364	108
McAllen - Edinburg - Mission, Tex.	70,267	109
Santa Barbara - Santa Maria - Lompoc, Cal.	70,245	110
Bakersfield, Cal.	69,894	111
Charleston, S.C.	69,409	112
Lansing - East Lansing, Mich.	68,597	113
Lexington-Fayette, Ky.	67,972	114
Atlantic City, N.J.	67,802	115
Johnson City - Kingsport - Bristol, Tenn.	67,620	116
Madison, Wisc.	67,259	117
Mobile, Ala.	67,191	118
Jackson, Miss.	65,066	119
Colorado Springs, Colo.	62,751	120
Davenport - Rock Island - Moline, Iowa-Ill.	61,719	121
Fort Wayne, Ind.	61,189	122
Canton, Ohio	60,632	123
Portsmouth - Dover - Rochester, N.H.	60,446	124
Shreveport, La.	59,934	125
Augusta, Ga.	59,740	126
Spokane, Wash.	59,466	127
Salinas - Seaside - Monterey, Cal.	59,293	128
Stockton, Cal.	58,911	129
York, Pa.	58,075	130
Lancaster, Pa.	57,061	131
Evansville, Ind.	56,977	132
Santa Rosa - Petaluma, Cal.	54,484	133
Laredo, Tex.	53,837	134
Modesto, Cal.	53,559	135
Orange County, N.Y.	53,117	136
Vallejo - Fairfield - Napa, Cal.	52,651	137
Ann Arbor, Mich.	51,927	138
Corpus Christi, Tex.	51,410	139
Brownsville - Harlingen, Tex.	49,848	140
Peoria, Ill.	47,485	141
Kalamazoo, Mich.	47,043	142
Lafayette, La.	46,356	143
Appleton - Oshkosh - Neenah, Wisc.	46,318	144
Aurora - Elgin, Ill.	45,912	145
St. Cloud, Minn.	45,896	146
Utica - Rome, N.Y.	45,654	147
South Bend - Mishawaka, Ind.	45,621	148
Lubbock, Tex.	44,672	149
Pensacola, Fla.	44,664	150
Total Top 150	**31,294,689**	
Springfield, Mo.	44,183	151
Montgomery, Ala.	43,398	152
Erie, Pa.	43,321	153
Macon - Warner Robins, Ga.	43,219	154
Rockford, Ill.	43,105	155
Savannah, Ga.	43,082	156
Green Bay, Wisc.	42,147	157
Roanoke, Va.	42,080	158
Visalia - Tulare - Porterville, Cal.	41,828	159
Melbourne - Titusville - Palm Bay, Fla.	40,830	160
Lakeland - Winter Haven, Fla.	40,120	161
Duluth, Minn.	40,113	162
Joliet, Ill.	39,503	163
Daytona Beach, Fla.	39,093	164
Boulder - Longmont, Colo.	38,862	165
Odessa, Tex.	38,641	166
Sarasota, Fla.	37,285	167
Cedar Rapids, Iowa	36,996	168
Fort Myers - Cape Coral, Fla.	36,713	169
Midland, Tex.	36,556	170
Amarillo, Tex.	36,528	171
Binghamton, N.Y.	36,490	172
Charleston, W.Va.	36,369	173
Huntsville, Ala.	36,290	174
Tallahassee, Fla.	35,426	175
Fayetteville, N.C.	35,398	176
Burlington, Vt.	34,900	177
Salem, Ore.	33,923	178
Poughkeepsie, N.Y.	33,833	179
Wheeling, W.Va.	33,607	180
Springfield, Ill.	33,564	181
Bangor, Me.	33,306	182
Niagara Falls, N.Y.	33,191	183
Lincoln, Neb.	33,147	184
Eugene - Springfield, Ore.	32,967	185
Columbus, Ga.	32,797	186
Longview - Marshall, Tex.	32,086	187
Lorain - Elyria, Ohio	31,944	188
Charlottesville, Va.	31,076	189
Gainesville, Fla.	30,867	190
Galveston - Texas City, Tex.	30,647	191
Champaign - Urbana - Rantoul, Ill.	30,416	192
Lynchburg, Va.	30,289	193
Waco, Tex.	30,260	194
Lima, Ohio	30,167	195
Killeen - Temple, Tex.	30,143	196
Tyler, Tex.	29,809	197
Sioux Falls, S.D.	29,515	198
New London - Norwich, Conn.	29,396	199
Wilmington, N.C.	29,221	200
Total Top 200	**33,083,336**	
Pittsfield, Mass.	28,855	201
Asheville, N.C.	28,769	202
Santa Cruz, Cal.	28,661	203
Topeka, Kans.	28,284	204
Beaver County, Pa.	28,067	205
Fargo - Moorhead, N.D.-Minn.	27,569	206
Athens, Ga.	27,506	207
Abilene, Tex.	27,291	208
Terre Haute, Ind.	26,924	209
Vancouver, Wash.	26,785	210
Bloomington - Normal, Ill.	26,612	211
Biloxi - Gulfport, Miss.	26,571	212
Billings, Mont.	26,411	213
Decatur, Ill.	26,362	214
Mansfield, Ohio	26,228	215
Houma - Thibodaux, La.	26,076	216
Hickory, N.C.	25,904	217
Monroe, La.	25,683	218
Yakima, Wash.	25,472	219
Benton Harbor, Mich.	25,469	220
Johnstown, Pa.	25,335	221
Provo - Orem, Utah	25,283	222
Parkersburg - Marietta, W.Va.-Ohio	25,120	223
Fort Collins - Loveland, Colo.	25,052	224
Wichita Falls, Tex.	24,720	225
Jackson, Tenn.	24,604	226
Boise, Ida.	24,578	227
Lafayette - West Lafayette, Ind.	24,499	228
Fort Smith, Ark.	24,268	229
Rochester, Minn.	24,238	230
Fort Pierce, Fla.	23,848	231
Olympia, Wash.	23,748	232
Burlington, N.C.	23,496	233
Waterloo - Cedar Falls, Iowa	23,430	234
Vineland - Millville - Bridgeton, N.J.	23,373	235
Lake Charles, La.	22,950	236
Alexandria, La.	22,873	237
Florence, Ala.	22,741	238
Muncie, Ind.	22,564	239
Tuscaloosa, Ala.	22,162	240
Sioux City, Iowa	22,089	241
Naples, Fla.	22,073	242
Altoona, Pa.	22,001	243
Racine, Wisc.	21,988	244
Albany, Ga.	21,979	245
Bryan - College Station, Tex.	21,861	246
Janesville - Beloit, Wisc.	21,715	247
Chico, Cal.	21,588	248
Brazoria, Tex.	21,468	249
Dothan, Ala.	21,418	250
Total Top 250	**34,319,897**	
Texarkana, Tex.-Ark.	20,914	251
Lewiston - Auburn, Me.	20,799	252
Anderson, Ind.	20,696	253
Bradenton, Fla.	20,624	254
Richland - Kennewick - Pasco, Wash.	20,569	255
Joplin, Mo.	20,568	256
Hamilton - Middletown, Ohio	20,387	257
Lawton, Okla.	20,030	258
Bloomington, Ind.	20,028	259
Fort Walton Beach, Fla.	19,937	260
Williamsport, Pa.	19,733	261
Ocala, Fla.	19,612	262
Elmira, N.Y.	19,309	263
Clarksville - Hopkinsville, Tenn.-Ky.	18,974	264
Fayetteville - Springdale, Ark.	18,870	265
Pueblo, Colo.	18,869	266
Muskegon, Mich.	18,829	267
Pascagoula, Miss.	18,804	268
Cumberland, Md.	18,635	269
Owensboro, Ky.	18,604	270
Eau Claire, Wisc.	18,540	271
Anderson, S.C.	18,477	272
Kokomo, Ind.	18,397	273
Hagerstown, Md.	18,385	274
Santa Fe, N.M.	18,334	275
Florence, S.C.	18,329	276
Jackson, Mich.	18,321	277
Panama City, Fla.	18,319	278
La Crosse, Wisc.	18,255	279
Merced, Cal.	18,114	280
Rapid City, S.D.	18,032	281
Grand Forks, N.D.	17,734	282
Elkhart - Goshen, Ind.	17,733	283
Sharon, Pa.	17,030	284
Steubenville - Weirton, Ohio-W.Va.	16,784	285
San Angelo, Tex.	16,469	286
St. Joseph, Mo.	16,369	287
Bismarck, N.D.	16,266	288
Victoria, Tex.	16,232	289
Dubuque, Iowa	16,226	290
Redding, Cal.	15,938	291
Bremerton, Wash.	15,724	292
Anniston, Ala.	15,610	293
Las Cruces, N.M.	15,555	294
Battle Creek, Mich.	15,476	295
Kenosha, Wisc.	15,353	296
Glens Falls, N.Y.	15,283	297
Yuba City, Cal.	14,694	298
Columbia, Mo.	14,670	299
Bellingham, Wash.	14,667	300
Pine Bluff, Ark.	14,630	301
Cheyenne, Wyo.	14,629	302
State College, Pa.	14,260	303
Greeley, Colo.	14,248	304
Wausau, Wisc.	14,147	305
Danville, Va.	13,646	306
Great Falls, Mont.	13,536	307
Medford, Ore.	13,287	308
Enid, Okla.	12,850	309
Casper, Wyo.	12,817	310
Iowa City, Iowa	12,420	311
Gadsden, Ala.	12,351	312
Sherman - Denison, Tex.	12,340	313
Sheboygan, Wisc.	11,499	314
Jacksonville, N.C.	10,530	315
Kankakee, Ill.	10,120	316
Lawrence, Kans.	7,702	317
Total Above Areas	**35,435,016**	
Percent of U.S.	**86.0336**	
U.S. Total	**41,187,397**	

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	1,161,364	1
Los Angeles - Long Beach, Cal.	958,176	2
Chicago, Ill.	854,857	3
Philadelphia, Pa.	537,034	4
Detroit, Mich.	463,071	5
Boston - Lawrence - Salem - Lowell - Brockton. Mass.	458,252	6
Washington, D.C.	444,531	7
Houston, Tex.	383,555	8
Nassau - Suffolk, N.Y.	382,377	9
Dallas, Tex.	327,748	10
Atlanta, Ga.	309,500	11
San Francisco, Cal.	304,257	12
Anaheim - Santa Ana, Cal.	288,072	13
Miami - Hialeah, Fla.	284,449	14
St. Louis, Mo.	263,072	15
San Diego, Cal.	249,662	16
Minneapolis - St. Paul, Minn.	235,917	17
Bergen - Passaic, N.J.	227,851	18
Seattle, Wash.	222,460	19
Oakland, Cal.	218,110	20
Newark, N.J.	216,498	21
Pittsburgh, Pa.	215,700	22
Baltimore, Md.	212,277	23
Cleveland, Ohio	210,051	24
Denver, Colo.	189,960	25
San Jose, Cal.	185,506	26
Phoenix, Ariz.	182,728	27
New Orleans, La.	177,986	28
Riverside - San Bernardino, Cal.	166,682	29
Kansas City, Mo.-Kans.	165,819	30
Tampa - St. Petersburg - Clearwater, Fla.	145,013	31
Portland, Ore.	141,279	32
Cincinnati, Ohio	141,054	33
San Antonio, Tex.	137,181	34
Fort Worth - Arlington, Tex.	135,626	35
Middlesex - Somerset - Hunterdon, N.J.	132,158	36
Hartford - New Britain - Middletown - Bristol, Conn.	130,600	37
Bridgeport - Stamford - Norwalk - Danbury, Conn.	127,920	38
Oklahoma City, Okla.	127,460	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	127,045	40
Milwaukee, Wisc.	125,122	41
Sacramento, Cal.	124,937	42
Indianapolis, Ind.	123,093	43
Memphis, Tenn.	122,418	44
Norfolk - Virginia Beach - Newport News, Va.	121,625	45
Columbus, Ohio	121,231	46
Salt Lake City - Ogden, Utah	102,585	47
Louisville, Ky.	95,857	48
Nashville, Tenn.	93,769	49
Greensboro - Winston-Salem - High Point, N.C.	92,812	50
Total Top 50	**12,966,307**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	92,263	51
Orlando, Fla.	91,915	52
Monmouth - Ocean, N.J.	90,630	53
West Palm Beach - Boca Raton - Delray Beach, Fla.	89,468	54
Rochester, N.Y.	89,016	55
Buffalo, N.Y.	87,170	56
Austin, Tex.	86,153	57
Albany - Schenectady - Troy, N.Y.	83,222	58
Honolulu, Haw.	82,521	59
Dayton - Springfield, Ohio	81,306	60
Richmond - Petersburg, Va.	78,146	61
Birmingham, Ala.	77,305	62
Las Vegas, Nev.	77,264	63
Providence - Pawtucket - Woonsocket, R.I.	75,359	64
Knoxville, Tenn.	72,870	65
New Haven - Waterbury - Meriden, Conn.	70,626	66
Reading, Pa.	70,169	67
Tulsa, Okla.	70,020	68
Raleigh - Durham, N.C.	69,549	69
Scranton - Wilkes-Barre, Pa.	69,333	70
Jacksonville, Fla.	69,004	71
Toledo, Ohio	64,281	72
Allentown - Bethlehem, Pa.	62,403	73
Springfield, Mass.	61,246	74
Baton Rouge, La.	60,669	75
El Paso, Tex.	60,641	76
Omaha, Neb.	60,064	77
Greenville - Spartanburg, S.C.	60,021	78
Grand Rapids, Mich.	57,793	79
New Bedford - Fall River - Attleboro, Mass.	57,303	80
Little Rock - North Little Rock, Ark.	57,052	81
Fresno, Cal.	56,254	82
Gary - Hammond, Ind.	55,993	83
Jersey City, N.J.	55,895	84
Wilmington, Del.	54,891	85
Harrisburg - Lebanon - Carlisle, Pa.	53,698	86
Tucson, Ariz.	53,230	87
Syracuse, N.Y.	53,112	88
Portland, Me.	52,543	89
Albuquerque, N.M.	50,991	90
Oxnard - Ventura, Cal.	50,827	91
Akron, Ohio	49,943	92
Worcester - Fitchburg - Leominster, Mass.	49,044	93
Youngstown - Warren, Ohio	48,665	94
Lake County, Ill.	47,444	95
Santa Barbara - Santa Maria - Lompoc, Cal.	46,731	96
Jackson, Miss.	46,291	97
Trenton, N.J.	46,026	98
Tacoma, Wash.	45,238	99
Saginaw - Bay City - Midland, Mich.	44,129	100
Total Top 100	**16,202,034**	
Chattanooga, Tenn.	43,902	101
Beaumont - Port Arthur, Tex.	43,174	102
Bakersfield, Cal.	42,203	103
Roanoke, Va.	40,885	104
Charleston, S.C.	40,568	105
Manchester - Nashua, N.H.	40,013	106
Wichita, Kans.	39,743	107
Anchorage, Alas.	39,692	108
Shreveport, La.	39,360	109
Columbia, S.C.	39,325	110
Corpus Christi, Tex.	38,751	111
Reno, Nev.	38,694	112
Modesto, Cal.	38,412	113
Mobile, Ala.	38,279	114
Flint, Mich.	38,132	115
McAllen - Edinburg - Mission, Tex.	37,799	116
Spokane, Wash.	36,592	117
Lansing - East Lansing, Mich.	36,522	118
Des Moines, Iowa	36,004	119
Colorado Springs, Colo.	35,311	120
Johnson City - Kingsport - Bristol, Tenn.	35,122	121
Huntington - Ashland, W.Va.-Ky.	35,032	122
Augusta, Ga.	34,896	123
Lexington-Fayette, Ky.	34,386	124
Madison, Wisc.	34,214	125
Atlantic City, N.J.	34,179	126
Canton, Ohio	33,649	127
Salinas - Seaside - Monterey, Cal.	33,604	128
Santa Rosa - Petaluma, Cal.	33,258	129
Evansville, Ind.	33,157	130
Lancaster, Pa.	33,079	131
Davenport - Rock Island - Moline, Iowa-Ill.	32,671	132
Stockton, Cal.	32,287	133
Fort Wayne, Ind.	32,285	134
Savannah, Ga.	32,011	135
Laredo, Tex.	31,692	136
Lafayette, La.	30,808	137
Portsmouth - Dover - Rochester, N.H.	30,149	138
Vallejo - Fairfield - Napa, Cal.	29,562	139
Lubbock, Tex.	29,429	140
York, Pa.	29,383	141
Peoria, Ill.	28,810	142
Utica - Rome, N.Y.	27,739	143
Orange County, N.Y.	27,595	144
Lynchburg, Va.	27,315	145
Asheville, N.C.	27,122	146
Brownsville - Harlingen, Tex.	27,103	147
Sarasota, Fla.	26,164	148
Ann Arbor, Mich.	26,022	149
Montgomery, Ala.	25,865	150
Total Top 150	**17,913,983**	
Kalamazoo, Mich.	25,725	151
Rockford, Ill.	25,662	152
Aurora - Elgin, Ill.	25,328	153
Appleton - Oshkosh - Neenah, Wisc.	24,896	154
Pensacola, Fla.	24,565	155
Macon - Warner Robins, Ga.	24,480	156
Erie, Pa.	24,337	157
Odessa, Tex.	23,767	158
Amarillo, Tex.	23,602	159
Galveston - Texas City, Tex.	23,251	160
Visalia - Tulare - Porterville, Cal.	23,029	161
Springfield, Mo.	22,884	162
Fayetteville, N.C.	22,878	163
Binghamton, N.Y.	22,745	164
Joliet, Ill.	22,720	165
Poughkeepsie, N.Y.	22,620	166
Daytona Beach, Fla.	22,401	167
Lakeland - Winter Haven, Fla.	22,365	168
Boulder - Longmont, Colo.	22,252	169
South Bend - Mishawaka, Ind.	22,084	170
Tyler, Tex.	21,812	171
Melbourne - Titusville - Palm Bay, Fla.	21,307	172
Charleston, W.Va.	21,235	173
Columbus, Ga.	21,032	174
Green Bay, Wisc.	20,755	175
Burlington, N.C.	20,498	176
Longview - Marshall, Tex.	20,360	177
Fort Myers - Cape Coral, Fla.	20,070	178
Tallahassee, Fla.	19,942	179
Salem, Ore.	19,918	180
Waco, Tex.	19,891	181
Midland, Tex.	19,805	182
Monroe, La.	19,017	183
Eugene - Springfield, Ore.	18,804	184
Abilene, Tex.	18,787	185
Wheeling, W.Va.	18,721	186
Athens, Ga.	18,016	187
Duluth, Minn.	17,987	188
Springfield, Ill.	17,604	189
Champaign - Urbana - Rantoul, Ill.	17,420	190
Lincoln, Neb.	17,281	191
Niagara Falls, N.Y.	17,084	192
Huntsville, Ala.	17,056	193
Hickory, N.C.	16,932	194
Wichita Falls, Tex.	16,847	195
Biloxi - Gulfport, Miss.	16,843	196
Cedar Rapids, Iowa	16,642	197
Yakima, Wash.	16,560	198
Bangor, Me.	16,511	199
Racine, Wisc.	16,424	200
Total Top 200	**18,946,735**	
Burlington, Vt.	16,291	201
Lorain - Elyria, Ohio	16,191	202
New London - Norwich, Conn.	16,129	203
Provo - Orem, Utah	16,076	204
Houma - Thibodaux, La.	15,903	205
Killeen - Temple, Tex.	15,867	206
Rochester, Minn.	15,793	207
Billings, Mont.	15,702	208
Naples, Fla.	15,577	209
Santa Cruz, Cal.	15,401	210
Bryan - College Station, Tex.	15,390	211
Wilmington, N.C.	15,210	212
Sioux Falls, S.D.	15,207	213
Albany, Ga.	15,074	214
Johnstown, Pa.	14,620	215
Sharon, Pa.	14,473	216
Altoona, Pa.	14,471	217
Tuscaloosa, Ala.	14,401	218
Fort Pierce, Fla.	14,364	219
Texarkana, Tex.-Ark.	14,290	220
Gainesville, Fla.	14,237	221
Charlottesville, Va.	14,181	222
Olympia, Wash.	14,164	223
Fort Collins - Loveland, Colo.	13,885	224
Topeka, Kans.	13,873	225
Williamsport, Pa.	13,859	226
Lake Charles, La.	13,821	227
Bloomington - Normal, Ill.	13,786	228
Chico, Cal.	13,672	229
Alexandria, La.	13,667	230
Ocala, Fla.	13,548	231
Janesville - Beloit, Wisc.	13,513	232
Boise, Ida.	13,366	233
Lima, Ohio	13,348	234
Terre Haute, Ind.	13,134	235
Jackson, Tenn.	13,063	236
Brazoria, Tex.	12,971	237
San Angelo, Tex.	12,968	238
Vancouver, Wash.	12,937	239
Parkersburg - Marietta, W.Va.-Ohio	12,912	240
Benton Harbor, Mich.	12,854	241
Bradenton, Fla.	12,843	242
Muncie, Ind.	12,711	243
Santa Fe, N.M.	12,694	244
Pittsfield, Mass.	12,521	245
Fargo - Moorhead, N.D.-Minn.	12,476	246
Mansfield, Ohio	12,410	247
Anderson, S.C.	12,391	248
Elkhart - Goshen, Ind.	12,314	249
Decatur, Ill.	12,285	250
Total Top 250	**19,649,569**	
Fort Smith, Ark.	12,257	251
Florence, S.C.	12,205	252
Lafayette - West Lafayette, Ind.	12,131	253
Richland - Kennewick - Pasco, Wash.	12,000	254
Beaver County, Pa.	11,993	255
Sioux City, Iowa	11,466	256
Redding, Cal.	11,404	257
Vineland - Millville - Bridgeton, N.J.	11,264	258
Waterloo - Cedar Falls, Iowa	11 169	259
Dothan, Ala.	11,123	260
Elmira, N.Y.	11,121	261
Pascagoula, Miss.	11,113	262
Pueblo, Colo.	10,853	263
Muskegon, Mich.	10,851	264
Joplin, Mo.	10,780	265
St. Cloud, Minn.	10,751	266
Lawton, Okla.	10,648	267
Panama City, Fla.	10,479	268
Anderson, Ind.	10,402	269
Hamilton - Middletown, Ohio	10,389	270
Kokomo, Ind.	10,343	271
Florence, Ala.	10,310	272
Hagerstown, Md.	10,268	273
Eau Claire, Wisc.	10,247	274
Cumberland, Md.	10,091	275
Lewiston - Auburn, Me.	10,089	276
Victoria, Tex.	9,979	277
Jackson, Mich.	9,873	278
Las Cruces, N.M.	9,800	279
La Crosse, Wisc.	9,741	280
Bloomington, Ind.	9,691	281
Pine Bluff, Ark.	9,667	282
Bismarck, N.D.	9,651	283
Fayetteville - Springdale, Ark.	9,626	284
Clarksville - Hopkinsville, Tenn.-Ky.	9,553	285
Fort Walton Beach, Fla.	9,472	286
Bremerton, Wash.	9,320	287
Glens Falls, N.Y.	9,220	288
Medford, Ore.	9,175	289
Yuba City, Cal.	9,068	290
Owensboro, Ky.	9,021	291
Danville, Va.	8,981	292
Steubenville - Weirton, Ohio-W.Va.	8.561	293
Bellingham, Wash.	8,539	294
St. Joseph, Mo.	8,399	295
Merced, Cal.	8,369	296
Rapid City, S.D.	8,354	297
Greeley, Colo.	8,349	298
Grand Forks, N.D.	8,239	299
Dubuque, Iowa	7,976	300
State College, Pa.	7,574	301
Kenosha, Wisc.	7,555	302
Wausau, Wisc.	7,540	303
Cheyenne, Wyo.	7,433	304
Sherman - Denison, Tex.	7,197	305
Sheboygan, Wisc	7,152	306
Casper, Wyo.	7,136	307
Columbia, Mo.	7,116	308
Great Falls, Mont.	7,114	309
Anniston, Ala.	7,089	310
Battle Creek, Mich.	6,991	311
Jacksonville, N.C.	6,986	312
Gadsden, Ala.	6,717	313
Iowa City, Iowa	6,693	314
Kankakee, Ill.	6,574	315
Enid, Okla.	6,429	316
Lawrence, Kans.	4,762	317
Total Above Areas	**20,271,998**	
Percent of U.S.	**86.7418**	
U.S. Total	**23,370,494**	

S&MM METRO MARKET RANKING

MAJOR HOUSEHOLD APPLIANCE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	642,231	1
New York, N.Y.	428,604	2
Chicago, Ill.	381,357	3
Philadelphia, Pa.	335,399	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	296,469	5
Detroit, Mich.	287,137	6
Washington, D.C.	262,454	7
Houston, Tex.	257,241	8
Nassau - Suffolk, N.Y.	210,826	9
Dallas, Tex.	207,678	10
Tampa - St. Petersburg - Clearwater, Fla.	188,964	11
St. Louis, Mo.	182,970	12
Atlanta, Ga.	182,437	13
Minneapolis - St. Paul, Minn.	178,699	14
San Diego, Cal.	174,185	15
Anaheim - Santa Ana, Cal.	160,015	16
Oakland, Cal.	156,230	17
Baltimore, Md.	153,205	18
Denver, Colo.	150,282	19
Bergen - Passaic, N.J.	147,215	20
Miami - Hialeah, Fla.	145,589	21
Cleveland, Ohio	144,821	22
Phoenix, Ariz.	137,800	23
Kansas City, Mo.-Kans.	135,466	24
Newark, N.J.	133,663	25
San Jose, Cal.	133,182	26
New Orleans, La.	132,536	27
San Francisco, Cal.	132,406	28
Pittsburgh, Pa.	129,570	29
Seattle, Wash.	123,332	30
Riverside - San Bernardino, Cal.	122,194	31
Cincinnati, Ohio	108,249	32
Fort Worth - Arlington, Tex.	106,102	33
Sacramento, Cal.	104,690	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	103,806	35
Middlesex - Somerset - Hunterdon, N.J.	99,602	36
Norfolk - Virginia Beach - Newport News, Va.	97,982	37
Bridgeport - Stamford - Norwalk - Danbury, Conn.	90,894	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	90,089	39
Indianapolis, Ind.	89,844	40
Portland, Ore.	89,341	41
Oklahoma City, Okla.	89,164	42
Hartford - New Britain - Middletown - Bristol, Conn.	87,021	43
Milwaukee, Wisc.	85,340	44
San Antonio, Tex.	81,324	45
West Palm Beach - Boca Raton - Delray Beach, Fla.	78,442	46
Greensboro - Winston-Salem - High Point, N.C.	77,999	47
Memphis, Tenn.	77,759	48
Salt Lake City - Ogden, Utah	72,676	49
Nashville, Tenn.	71,344	50
Total Top 50	**8,155,825**	
Louisville, Ky.	69,878	51
Dayton - Springfield, Ohio	66,423	52
Rochester, N.Y.	66,310	53
Jacksonville, Fla.	65,041	54
Richmond - Petersburg, Va.	64,726	55
Monmouth - Ocean, N.J.	64,390	56
Raleigh - Durham, N.C.	63,906	57
Orlando, Fla.	63,501	58
Omaha, Neb.	62,950	59
Buffalo, N.Y.	62,481	60
Austin, Tex.	62,367	61
Columbus, Ohio	62,328	62
Grand Rapids, Mich.	61,834	63
Albany - Schenectady - Troy, N.Y.	61,105	64
Providence - Pawtucket - Woonsocket, R.I.	60,309	65
Tulsa, Okla.	60,173	66
Baton Rouge, La.	60,138	67
Las Vegas, Nev.	58,891	68
New Haven - Waterbury - Meriden, Conn.	54,771	69
Toledo, Ohio	54,369	70
Springfield, Mass.	51,933	71
Knoxville, Tenn.	51,617	72
Birmingham, Ala.	51,289	73
Greenville - Spartanburg, S.C.	48,540	74
Worcester - Fitchburg - Leominster, Mass.	47,854	75
Harrisburg - Lebanon - Carlisle, Pa.	47,193	76
Gary - Hammond, Ind.	46,825	77
Youngstown - Warren, Ohio	44,967	78
Corpus Christi, Tex.	44,258	79
Lancaster, Pa.	44,061	80
Scranton - Wilkes-Barre, Pa.	43,962	81
Honolulu, Haw.	43,308	82
Wilmington, Del.	42,769	83
Oxnard - Ventura, Cal.	41,536	84
Akron, Ohio	41,532	85
Beaumont - Port Arthur, Tex.	41,410	86
Little Rock - North Little Rock, Ark.	40,673	87
Wichita, Kans.	40,494	88
Allentown - Bethlehem, Pa.	39,160	89
Albuquerque, N.M.	39,083	90
Syracuse, N.Y.	38,999	91
Daytona Beach, Fla.	38,656	92
Flint, Mich.	37,877	93
Mobile, Ala.	37,100	94
New Bedford - Fall River - Attleboro, Mass.	36,912	95
Manchester - Nashua, N.H.	36,450	96
Anchorage, Alas.	36,435	97
Columbia, S.C.	35,889	98
Tucson, Ariz.	35,375	99
Chattanooga, Tenn.	35,252	100
Total Top 100	**10,663,125**	
Melbourne - Titusville - Palm Bay, Fla.	35,167	101
Madison, Wisc.	35,031	102
Jersey City, N.J.	34,990	103
Saginaw - Bay City - Midland, Mich.	34,972	104
Johnson City - Kingsport - Bristol, Tenn.	34,879	105
El Paso, Tex.	34,419	106
Shreveport, La.	33,906	107
Pensacola, Fla.	33,315	108
Bakersfield, Cal.	33,159	109
Des Moines, Iowa	32,906	110
Trenton, N.J.	32,255	111
Charleston, S.C.	32,238	112
Sarasota, Fla.	32,070	113
Lansing - East Lansing, Mich.	31,883	114
Reading, Pa.	31,757	115
Atlantic City, N.J.	31,462	116
Fort Wayne, Ind.	30,728	117
Jackson, Miss.	30,416	118
Santa Barbara - Santa Maria - Lompoc, Cal.	29,967	119
Tacoma, Wash.	29,716	120
Colorado Springs, Colo.	29,170	121
Fayetteville, N.C.	29,131	122
Lafayette, La.	28,923	123
Lake County, Ill.	28,510	124
Fresno, Cal.	28,295	125
South Bend - Mishawaka, Ind.	27,866	126
Canton, Ohio	27,231	127
McAllen - Edinburg - Mission, Tex.	27,188	128
Santa Rosa - Petaluma, Cal.	27,090	129
Binghamton, N.Y.	26,862	130
New London - Norwich, Conn.	26,767	131
Brownsville - Harlingen, Tex.	26,594	132
Stockton, Cal.	26,423	133
Vallejo - Fairfield - Napa, Cal.	26,153	134
Fort Myers - Cape Coral, Fla.	26,078	135
Lakeland - Winter Haven, Fla.	26,023	136
Macon - Warner Robins, Ga.	25,772	137
Bradenton, Fla.	25,240	138
Lexington-Fayette, Ky.	24,930	139
Savannah, Ga.	24,795	140
Spokane, Wash.	24,534	141
Asheville, N.C.	24,459	142
Davenport - Rock Island - Moline, Iowa-Ill.	24,372	143
Modesto, Cal.	24,192	144
St. Cloud, Minn.	23,862	145
Augusta, Ga.	23,756	146
Kalamazoo, Mich.	23,699	147
Evansville, Ind.	23,522	148
Portsmouth - Dover - Rochester, N.H.	23,181	149
Visalia - Tulare - Porterville, Cal.	23,174	150
Total Top 150	**12,096,153**	
Reno, Nev.	23,110	151
Peoria, Ill.	23,100	152
Charleston, W.Va.	23,048	153
Rockford, Ill.	22,728	154
Ann Arbor, Mich.	22,715	155
Laredo, Tex.	22,568	156
Salinas - Seaside - Monterey, Cal.	22,510	157
Appleton - Oshkosh - Neenah, Wisc.	22,505	158
Springfield, Mo.	22,505	158
York, Pa.	22,413	160
Portland, Me.	22,205	161
Roanoke, Va.	22,065	162
Huntington - Ashland, W.Va.-Ky.	21,360	163
Amarillo, Tex.	21,169	164
Erie, Pa.	20,981	165
Odessa, Tex.	20,740	166
Lake Charles, La.	20,696	167
Galveston - Texas City, Tex.	20,301	168
Tallahassee, Fla.	20,108	169
Lubbock, Tex.	19,978	170
Longview - Marshall, Tex.	19,907	171
Boulder - Longmont, Colo.	19,886	172
Killeen - Temple, Tex.	19,069	173
Columbus, Ga.	18,885	174
Springfield, Ill.	18,733	175
Salem, Ore.	18,288	176
Hickory, N.C.	18,231	177
Huntsville, Ala.	18,114	178
Waco, Tex.	17,809	179
Montgomery, Ala.	17,704	180
Aurora - Elgin, Ill.	17,296	181
Fort Pierce, Fla.	17,230	182
Naples, Fla.	16,879	183
Houma - Thibodaux, La.	16,788	184
Bryan - College Station, Tex.	16,246	185
Abilene, Tex.	16,137	186
Topeka, Kans.	16,104	187
Orange County, N.Y.	16,014	188
Green Bay, Wisc.	15,975	189
Monroe, La.	15,913	190
Duluth, Minn.	15,817	191
Fort Walton Beach, Fla.	15,506	192
Utica - Rome, N.Y.	15,374	193
Billings, Mont.	15,071	194
Biloxi - Gulfport, Miss.	14,925	195
Midland, Tex.	14,795	196
Boise, Ida.	14,689	197
Wichita Falls, Tex.	14,687	198
Johnstown, Pa.	14,452	199
Fort Collins - Loveland, Colo.	14,363	200
Total Top 200	**13,033,845**	
Charlottesville, Va.	14,242	201
Eugene - Springfield, Ore.	14,209	202
Terre Haute, Ind.	14,120	203
Lorain - Elyria, Ohio	13,963	204
Tyler, Tex.	13,947	205
Wheeling, W.Va.	13,805	206
Anderson, S.C.	13,521	207
Poughkeepsie, N.Y.	13,484	208
Ocala, Fla.	13,386	209
Florence, S.C.	13,290	210
Chico, Cal.	13,284	211
Lynchburg, Va.	13,071	212
Joliet, Ill.	12,877	213
Cedar Rapids, Iowa	12,767	214
Lima, Ohio	12,678	215
Parkersburg - Marietta, W.Va.-Ohio	12,659	216
Waterloo - Cedar Falls, Iowa	12,544	217
Provo - Orem, Utah	12,518	218
Wilmington, N.C.	12,492	219
Burlington, Vt.	12,408	220
Lafayette - West Lafayette, Ind.	12,381	221
Richland - Kennewick - Pasco, Wash.	12,255	222
Decatur, Ill.	12,231	223
San Angelo, Tex.	12,167	224
Gainesville, Fla.	12,149	225
Vineland - Millville - Bridgeton, N.J.	11,873	226
Alexandria, La.	11,868	227
Fort Smith, Ark.	11,582	228
Lincoln, Neb.	11,394	229
Dothan, Ala.	11,364	230
Burlington, N.C.	11,170	231
Sioux Falls, S.D.	11,169	232
Eau Claire, Wisc.	11,135	233
Florence, Ala.	11,098	234
Beaver County, Pa.	10,932	235
Santa Cruz, Cal.	10,825	236
Fayetteville - Springdale, Ark.	10,821	237
Pittsfield, Mass.	10,735	238
Albany, Ga.	10,621	239
Texarkana, Tex.-Ark.	10,600	240
Mansfield, Ohio	10,513	241
Racine, Wisc.	10,511	242
Olympia, Wash.	10,432	243
Great Falls, Mont.	10,412	244
Muskegon, Mich.	10,392	245
Bangor, Me.	10,296	246
Brazoria, Tex.	10,295	247
Altoona, Pa.	10,165	248
Bremerton, Wash.	10,088	249
Hamilton - Middletown, Ohio	10,073	250
Total Top 250	**13,630,657**	
Battle Creek, Mich.	10,042	251
Vancouver, Wash.	10,038	252
Hagerstown, Md.	10,010	253
Athens, Ga.	10,003	254
Muncie, Ind.	9,996	255
Jacksonville, N.C.	9,923	256
Fargo - Moorhead, N.D.-Minn.	9,870	257
Clarksville - Hopkinsville, Tenn.-Ky.	9,867	258
Jackson, Tenn.	9,833	259
Pueblo, Colo.	9,729	260
Yakima, Wash.	9,709	261
Wausau, Wisc.	9,697	262
Columbia, Mo.	9,689	263
Joplin, Mo.	9,619	264
Las Cruces, N.M.	9,597	265
Redding, Cal.	9,534	266
Sioux City, Iowa	9,534	266
St. Joseph, Mo.	9,491	268
Medford, Ore.	9,445	269
Champaign - Urbana - Rantoul, Ill.	9,315	270
La Crosse, Wisc.	9,295	271
Pascagoula, Miss.	9,256	272
Rochester, Minn.	9,254	273
Jackson, Mich.	9,117	274
Owensboro, Ky.	9,039	275
Elmira, N.Y.	8,997	276
Janesville - Beloit, Wisc.	8,966	277
Bismarck, N.D.	8,796	278
Lawton, Okla.	8,568	279
Santa Fe, N.M.	8,509	280
Anderson, Ind.	8,389	281
Panama City, Fla.	8,328	282
Gadsden, Ala.	8,320	283
Rapid City, S.D.	8,252	284
Elkhart - Goshen, Ind.	8,146	285
Kankakee, Ill.	8,107	286
Bellingham, Wash.	8,050	287
Steubenville - Weirton, Ohio-W.Va.	8,044	288
Victoria, Tex.	8,010	289
State College, Pa.	8,006	290
Niagara Falls, N.Y.	7,974	291
Cheyenne, Wyo.	7,604	292
Greeley, Colo.	7,388	293
Bloomington - Normal, Ill.	7,139	294
Merced, Cal.	7,040	295
Grand Forks, N.D.	7,008	296
Sherman - Denison, Tex.	6,905	297
Pine Bluff, Ark.	6,742	298
Yuba City, Cal.	6,732	299
Dubuque, Iowa	6,670	300
Danville, Va.	6,664	301
Tuscaloosa, Ala.	6,405	302
Benton Harbor, Mich.	6,225	303
Sharon, Pa.	6,135	304
Kenosha, Wisc.	6,125	305
Cumberland, Md.	5,931	306
Kokomo, Ind.	5,662	307
Anniston, Ala.	5,359	308
Iowa City, Iowa	5,247	309
Casper, Wyo.	5,234	310
Williamsport, Pa.	5,133	311
Bloomington, Ind.	5,083	312
Enid, Okla.	5,050	313
Lewiston - Auburn, Me.	4,947	314
Glens Falls, N.Y.	4,717	315
Lawrence, Kans.	4,659	316
Sheboygan, Wisc.	4,175	317
Total Above Areas	**14,161,000**	
Percent of U.S.	**80.7004**	
U.S. Total	**17,547,623**	

S&MM METRO MARKET RANKING

FURNITURE & SLEEP EQUIPMENT SALES

Area	($000)	Rank
New York, N.Y.	1,305,641	1
Los Angeles - Long Beach, Cal.	1,186,998	2
Chicago, Ill.	923,478	3
Philadelphia, Pa.	688,700	4
Washington, D.C.	669,961	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	593,135	6
Detroit, Mich.	578,206	7
Houston, Tex.	497,196	8
Nassau - Suffolk, N.Y.	487,634	9
Atlanta, Ga.	417,518	10
Anaheim - Santa Ana, Cal.	336,697	11
San Diego, Cal.	336,185	12
Dallas, Tex.	328,969	13
Minneapolis - St. Paul, Minn.	325,901	14
San Francisco, Cal.	325,743	15
Baltimore, Md.	323,535	16
Cleveland, Ohio	313,339	17
St. Louis, Mo.	308,149	18
Phoenix, Ariz.	300,084	19
Miami - Hialeah, Fla.	299,840	20
Tampa - St. Petersburg - Clearwater, Fla.	298,747	21
Denver, Colo.	297,079	22
Bergen - Passaic, N.J.	283,401	23
Newark, N.J.	282,870	24
Oakland, Cal.	281,864	25
Pittsburgh, Pa.	267,028	26
Seattle, Wash.	244,360	27
San Jose, Cal.	236,762	28
Norfolk - Virginia Beach - Newport News, Va.	234,668	29
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	226,192	30
Riverside - San Bernardino, Cal.	216,725	31
Greensboro - Winston-Salem - High Point, N.C.	211,826	32
Kansas City, Mo.-Kans.	207,775	33
New Orleans, La.	202,824	34
West Palm Beach - Boca Raton - Delray Beach, Fla.	198,598	35
Middlesex - Somerset - Hunterdon, N.J.	197,910	36
Cincinnati, Ohio	183,943	37
Oklahoma City, Okla.	181,081	38
Memphis, Tenn.	177,807	39
Sacramento, Cal.	174,891	40
Columbus, Ohio	171,936	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	166,191	42
Indianapolis, Ind.	165,542	43
Hartford - New Britain - Middletown - Bristol, Conn.	162,090	44
San Antonio, Tex.	160,272	45
Fort Worth - Arlington, Tex.	153,227	46
Portland, Ore.	153,173	47
Milwaukee, Wisc.	151,411	48
Salt Lake City - Ogden, Utah	141,001	49
Louisville, Ky.	135,395	50
Total Top 50	**16,713,498**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	133,409	51
Rochester, N.Y.	129,667	52
Orlando, Fla.	127,172	53
Birmingham, Ala.	121,901	54
Monmouth - Ocean, N.J.	116,325	55
Dayton - Springfield, Ohio	114,899	56
Albany - Schenectady - Troy, N.Y.	114,136	57
Jacksonville, Fla.	112,000	58
Nashville, Tenn.	111,833	59
Tulsa, Okla.	111,314	60
New Haven - Waterbury - Meriden, Conn.	107,545	61
Buffalo, N.Y.	101,664	62
Richmond - Petersburg, Va.	100,523	63
Austin, Tex.	99,415	64
Knoxville, Tenn.	97,643	65
Providence - Pawtucket - Woonsocket, R.I.	97,123	66
Raleigh - Durham, N.C.	94,799	67
Omaha, Neb.	90,938	68
Wilmington, Del.	85,484	69
Toledo, Ohio	84,722	70
Tucson, Ariz.	84,234	71
Grand Rapids, Mich.	84,077	72
Allentown - Bethlehem, Pa.	80,509	73
Sarasota, Fla.	79,473	74
Las Vegas, Nev.	78,766	75
Fort Myers - Cape Coral, Fla.	77,448	76
Baton Rouge, La.	74,733	77
Syracuse, N.Y.	74,160	78
Worcester - Fitchburg - Leominster, Mass.	73,622	79
Scranton - Wilkes-Barre, Pa.	72,845	80
Manchester - Nashua, N.H.	71,642	81
Greenville - Spartanburg, S.C.	71,191	82
Honolulu, Haw.	70,033	83
El Paso, Tex.	69,596	84
Springfield, Mass.	68,378	85
Oxnard - Ventura, Cal.	68,276	86
Albuquerque, N.M.	67,924	87
Chattanooga, Tenn.	67,684	88
Little Rock - North Little Rock, Ark.	67,174	89
Charleston, S.C.	66,981	90
Fresno, Cal.	64,998	91
Gary - Hammond, Ind.	63,307	92
Santa Barbara - Santa Maria - Lompoc, Cal.	62,877	93
Harrisburg - Lebanon - Carlisle, Pa.	62,281	94
Wichita, Kans.	61,906	95
Jersey City, N.J.	61,727	96
Youngstown - Warren, Ohio	60,185	97
Madison, Wisc.	58,920	98
Saginaw - Bay City - Midland, Mich.	58,861	99
Fayetteville, N.C.	58,541	100
Total Top 100	**20,948,359**	
New Bedford - Fall River - Attleboro, Mass.	58,335	101
Mobile, Ala.	58,090	102
Lake County, Ill.	57,402	103
Shreveport, La.	57,256	104
Des Moines, Iowa	56,295	105
Tacoma, Wash.	55,501	106
Colorado Springs, Colo.	55,409	107
Akron, Ohio	53,253	108
Anchorage, Alas.	53,211	109
Bakersfield, Cal.	53,103	110
Lexington-Fayette, Ky.	52,741	111
Jackson, Miss.	52,709	112
Flint, Mich.	52,014	113
Lancaster, Pa.	51,095	114
Portsmouth - Dover - Rochester, N.H.	48,757	115
Columbia, S.C.	48,041	116
Corpus Christi, Tex.	48,029	117
Fort Wayne, Ind.	47,119	118
Lansing - East Lansing, Mich.	47,010	119
Augusta, Ga.	46,891	120
Trenton, N.J.	46,771	121
Santa Rosa - Petaluma, Cal.	45,952	122
Evansville, Ind.	44,746	123
Beaumont - Port Arthur, Tex.	44,015	124
St. Cloud, Minn.	43,893	125
Modesto, Cal.	43,523	126
Spokane, Wash.	43,363	127
Davenport - Rock Island - Moline, Iowa-Ill.	42,786	128
South Bend - Mishawaka, Ind.	42,283	129
Johnson City - Kingsport - Bristol, Tenn.	42,164	130
Melbourne - Titusville - Palm Bay, Fla.	41,781	131
McAllen - Edinburg - Mission, Tex.	41,413	132
Vallejo - Fairfield - Napa, Cal.	41,297	133
Daytona Beach, Fla.	41,190	134
Lafayette, La.	41,031	135
Reno, Nev.	40,827	136
Pensacola, Fla.	40,814	137
Rockford, Ill.	40,752	138
Boulder - Longmont, Colo.	39,332	139
Canton, Ohio	38,674	140
Lubbock, Tex.	38,605	141
Peoria, Ill.	38,599	142
Eugene - Springfield, Ore.	38,440	143
Columbus, Ga.	37,902	144
Ann Arbor, Mich.	37,767	145
Savannah, Ga.	37,591	146
Macon - Warner Robins, Ga.	37,015	147
Laredo, Tex.	36,400	148
Odessa, Tex.	35,999	149
Huntsville, Ala.	35,880	150
Total Top 150	**23,221,425**	
Stockton, Cal.	35,820	151
Atlantic City, N.J.	35,580	152
Naples, Fla.	35,356	153
York, Pa.	35,210	154
Reading, Pa.	35,015	155
Orange County, N.Y.	34,716	156
Kalamazoo, Mich.	34,673	157
Hickory, N.C.	34,158	158
Appleton - Oshkosh - Neenah, Wisc.	33,827	159
Salinas - Seaside - Monterey, Cal.	33,693	160
Montgomery, Ala.	33,273	161
Huntington - Ashland, W.Va.-Ky.	33,271	162
Fort Pierce, Fla.	33,022	163
Visalia - Tulare - Porterville, Cal.	32,788	164
Utica - Rome, N.Y.	32,557	165
Lakeland - Winter Haven, Fla.	31,837	166
Springfield, Mo.	31,098	167
New London - Norwich, Conn.	30,580	168
Aurora - Elgin, Ill.	30,577	169
Killeen - Temple, Tex.	30,496	170
Roanoke, Va.	30,330	171
Midland, Tex.	29,516	172
Fort Walton Beach, Fla.	29,161	173
Poughkeepsie, N.Y.	28,785	174
Wilmington, N.C.	28,504	175
Erie, Pa.	28,399	176
Tallahassee, Fla.	27,912	177
Portland, Me.	27,671	178
Brownsville - Harlingen, Tex.	27,271	179
Lorain - Elyria, Ohio	26,018	180
Asheville, N.C.	25,854	181
Charleston, W.Va.	25,760	182
Tyler, Tex.	25,620	183
Amarillo, Tex.	25,455	184
Wichita Falls, Tex.	25,300	185
Green Bay, Wisc.	25,085	186
Duluth, Minn.	24,976	187
Ocala, Fla.	24,853	188
Billings, Mont.	24,610	189
Binghamton, N.Y.	23,350	190
Biloxi - Gulfport, Miss.	23,263	191
Longview - Marshall, Tex.	23,167	192
Jacksonville, N.C.	22,345	193
Joliet, Ill.	22,301	194
Springfield, Ill.	22,230	195
Abilene, Tex.	21,778	196
Houma - Thibodaux, La.	21,432	197
Joplin, Mo.	21,312	198
Wheeling, W.Va.	21,042	199
Lincoln, Neb.	20,811	200
Total Top 200	**24,643,083**	
Waco, Tex.	20,808	201
Sioux Falls, S.D.	20,625	202
Bradenton, Fla.	20,602	203
Fort Smith, Ark.	20,215	204
Alexandria, La.	19,828	205
Monroe, La.	19,706	206
Hamilton - Middletown, Ohio	19,677	207
Boise, Ida.	19,658	208
Santa Cruz, Cal.	19,631	209
Albany, Ga.	19,598	210
Lynchburg, Va.	19,405	211
Cedar Rapids, Iowa	19,336	212
Lake Charles, La.	19,196	213
Dothan, Ala.	19,096	214
Topeka, Kans.	18,761	215
Gainesville, Fla.	18,386	216
Burlington, Vt.	18,332	217
Charlottesville, Va.	18,293	218
Beaver County, Pa.	18,175	219
San Angelo, Tex.	18,172	220
Johnstown, Pa.	18,033	221
Lawton, Okla.	18,009	222
Salem, Ore.	17,957	223
Lima, Ohio	17,763	224
Fargo - Moorhead, N.D.-Minn.	17,661	225
Clarksville - Hopkinsville, Tenn.-Ky.	17,510	226
Eau Claire, Wisc.	17,386	227
Rochester, Minn.	17,341	228
Parkersburg - Marietta, W.Va.-Ohio	17,229	229
Champaign - Urbana - Rantoul, Ill.	17,221	230
Terre Haute, Ind.	17,216	231
Altoona, Pa.	17,188	232
Muncie, Ind.	16,963	233
Burlington, N.C.	16,815	234
Richland - Kennewick - Pasco, Wash.	16,780	235
Texarkana, Tex.-Ark.	16,713	236
Decatur, Ill.	16,594	237
Waterloo - Cedar Falls, Iowa	16,578	238
Racine, Wisc.	15,737	239
Mansfield, Ohio	15,566	240
Hagerstown, Md.	15,537	241
Vancouver, Wash.	15,480	242
Bloomington - Normal, Ill.	15,382	243
Niagara Falls, N.Y.	15,319	244
Fort Collins - Loveland, Colo.	15,193	245
Panama City, Fla.	15,145	246
Tuscaloosa, Ala.	14,979	247
Pueblo, Colo.	14,755	248
Brazoria, Tex.	14,615	249
Fayetteville - Springdale, Ark.	14,569	250
Total Top 250	**25,523,817**	
Yuba City, Cal.	14,428	251
Muskegon, Mich.	14,384	252
Las Cruces, N.M.	14,352	253
Anderson, S.C.	14,024	254
Olympia, Wash.	14,011	255
Jackson, Tenn.	13,912	256
Sharon, Pa.	13,831	257
Galveston - Texas City, Tex.	13,510	258
Jackson, Mich.	13,481	259
Bryan - College Station, Tex.	13,458	260
Williamsport, Pa.	13,218	261
Rapid City, S.D.	13,078	262
Bismarck, N.D.	12,948	263
Bremerton, Wash.	12,911	264
Santa Fe, N.M.	12,884	265
Wausau, Wisc.	12,851	266
Yakima, Wash.	12,743	267
Sioux City, Iowa	12,587	268
Athens, Ga.	12,524	269
Kokomo, Ind.	12,387	270
Chico, Cal.	12,189	271
Florence, S.C.	12,188	272
Victoria, Tex.	12,159	273
Provo - Orem, Utah	11,935	274
Grand Forks, N.D.	11,899	275
Bangor, Me.	11,860	276
Redding, Cal.	11,667	277
Pittsfield, Mass.	11,634	278
Bellingham, Wash.	11,494	279
St. Joseph, Mo.	11,413	280
Cheyenne, Wyo.	11,338	281
Great Falls, Mont.	11,330	282
Merced, Cal.	11,254	283
Elkhart - Goshen, Ind.	11,183	284
Steubenville - Weirton, Ohio-W.Va.	11,107	285
Columbia, Mo.	11,058	286
Owensboro, Ky.	10,971	287
La Crosse, Wisc.	10,968	288
Vineland - Millville - Bridgeton, N.J.	10,964	289
Kankakee, Ill.	10,877	290
Greeley, Colo.	10,840	291
Janesville - Beloit, Wisc.	10,773	292
Anderson, Ind.	10,739	293
Casper, Wyo.	10,667	294
Medford, Ore.	10,547	295
Pascagoula, Miss.	10,541	296
Florence, Ala.	10,522	297
Elmira, N.Y.	10,272	298
Sherman - Denison, Tex.	10,091	299
State College, Pa.	10,038	300
Enid, Okla.	9,997	301
Kenosha, Wisc.	9,985	302
Benton Harbor, Mich.	9,899	303
Cumberland, Md.	9,803	304
Lafayette - West Lafayette, Ind.	9,675	305
Gadsden, Ala.	9,639	306
Battle Creek, Mich.	9,624	307
Anniston, Ala.	9,583	308
Pine Bluff, Ark.	9,140	309
Glens Falls, N.Y.	8,806	310
Sheboygan, Wisc.	8,762	311
Dubuque, Iowa	8,382	312
Danville, Va.	7,882	313
Bloomington, Ind.	7,525	314
Iowa City, Iowa	7,369	315
Lewiston - Auburn, Me.	6,588	316
Lawrence, Kans.	4,326	317
Total Above Areas	**26,272,842**	
Percent of U.S.	**85.4619**	
U.S. Total	**30,742,159**	

SALES & MARKETING MANAGEMENT

SECTION C:

1991 Projections for U.S. Metropolitan Markets

GUIDE TO USING 1991 METROPOLITAN AREA PROJECTIONS

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	1991	1986	1991
	1		2	3	4	5	6	7		8	9	10		11	

1. Updated from the 1980 Census of Population and Housing, **Total Population** is a head-count estimate of all persons living in a metro market at the end of the calender year. It includes persons living in college dormitories, hospitals, and armed forces personnel (and their dependents) permanently assigned to an area, but excludes tourists, transients, and seasonal residents. The projected **1991 Population** is based on the statistical extrapolation of births, deaths, and migration.

2. The projected **Percent Change** between 12/31/86 and 12/31/91, with 1986 as the base year, of a metro market's total population. A minus sign indicates a five-year decline.

3. Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a single room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a designated housing unit is also counted as a household. The projection is based on population trends that will affect household size.

4. The projected **Percent Change** between 12/31/86 and 12/31/91, with 1986 as the base year, of a metro market's total households. A minus sign indicates a five-year decline.

5. Effective Buying Income (EBI) is a classification developed exclusively by Sales & Marketing Management to identify personal income less personal tax and non-tax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), non-tax payments (such as fines, fees, and penalties), and personal contributions to social insurance. The resulting figure is also commonly known as "disposable personal income." In addition, compensation paid to military, diplomatic, and business personnel living overseas is deducted from this total to arrive at the Effective Buying Income. EBI for 1991 is stated in current dollars.

6. The projected **Percent Change** between 12/31/86 and 12/31/91, with 1986 as the base year, of a metro market's total EBI. Again, a minus sign indicates a five-year decline.

7. Average Household EBI is calculated by dividing the total number of households into total EBI. Often used as an indicator of market quality, this figure can sometimes be misleading where there is a disproportionate share of institutional population (for example, students or armed forces personnel) living in quarters not considered households. Because their income is included in total EBI, an average household EBI figure could be deceptively higher than the average of the area's actual household population.

8. Total Retail Sales are net sales (minus refunds and allowances for returns) of establishment engaged primarily in retail trade. Retail sales by such non-retailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, this figure no longer includes: (1) sales taxes and other taxes collected from customers, and (2) carrying charges or other charges related to credit. Although retail sales are often used to gauge the purchasing power of the residents in a given market, they are only an approximation, since the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as by purchases of non-household units such as businesses and by inhabitants of group quarters. Retail sales for 1991 are stated in current dollars.

9. The projected **Percent Change** between 1986 and 1991, with 1986 as the base year, of a market's total retail sales. A minus sign indicates a five-year decline.

10. Retail Sales Per Household is a mathematical average calculated by dividing a market's total households into total retail sales. However, this figure should be used with caution, since retail sales for a given area can include purchases by non-household units within the market (such as businesses and inhabitants of group quarters), as well as by households located outside the area in question (non-resident purchases).

11. The **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, income, and retail sales—into a measurement of a market's ability to buy, expressing it as a percentage of the U.S. potential (U.S. = 100.0000). It is calculated by assigning a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percentages is then divided by 10 to arrive at the market's BPI. However, depending upon what your research has revealed about buyers of your products or services, you can construct your own customized BPI by using a demographic, economic, and distribution-related characteristic and assigning relevant weights to each, using this same formula.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	1991	1986	1991
NEW ENGLAND	**12,820.0**	**13,103.6**	**2.2**	**4,958.3**	**4.6**	**257,317,498**	**41.9**	**38,260**	**51,896**	**139,180,936**	**42.6**	**20,594**	**28,070**	**6.0781**	**5.9811**
Connecticut	3,212.0	3,270.8	1.8	1,219.6	4.2	73,374,613	41.2	44,402	60,163	34,689,480	41.6	20,922	28,443	1.6335	1.5978
Maine	1,182.4	1,219.0	3.1	462.3	5.8	18,591,734	47.0	28,955	40,216	11,712,973	45.5	18,425	25,336	.4730	.4772
Massachusetts	5,876.0	5,952.8	1.3	2,272.3	3.7	118,429,196	39.7	38,691	52,119	65,288,228	40.9	21,153	28,732	2.8460	2.7640
New Hampshire	1,025.1	1,098.1	7.1	417.0	9.8	20,567,643	50.1	36,067	49,323	12,873,131	50.2	22,556	30,871	.4883	.5070
Rhode Island	980.5	998.7	1.9	372.8	3.8	17,925,689	43.7	34,744	48,084	8,867,373	43.1	17,259	23,786	.4157	.4116
Vermont	544.0	564.2	3.7	214.3	6.0	8,428,623	46.4	28,491	39,331	5,749,751	45.5	19,556	26,830	.2216	.2235
MIDDLE ATLANTIC	**37,620.4**	**38,212.2**	**1.6**	**14,560.9**	**3.8**	**707,003,323**	**38.7**	**36,360**	**48,555**	**312,576,984**	**39.2**	**16,009**	**21,467**	**16.2052**	**15.6136**
New Jersey	7,687.3	7,890.2	2.6	2,947.6	5.1	164,965,389	42.1	41,388	55,966	75,489,577	42.5	18,892	25,611	3.6555	3.5987
New York	17,979.6	18,312.1	1.8	6,992.5	4.0	344,119,805	36.6	37,478	49,213	142,344,471	38.8	15,257	20,357	7.7864	7.4378
Pennsylvania	11,953.5	12,009.9	.5	4,620.8	2.8	197,918,129	39.5	31,552	42,832	94,742,936	37.4	15,335	20,504	4.7633	4.5771
EAST NORTH CENTRAL	**42,129.9**	**42,374.7**	**.6**	**15,900.5**	**2.8**	**727,189,611**	**42.0**	**33,113**	**45,734**	**339,480,671**	**39.3**	**15,760**	**21,350**	**17.0071**	**16.5569**
Illinois	11,663.2	11,748.6	.7	4,402.4	2.9	216,397,667	40.9	35,906	49,154	91,668,519	38.7	15,449	20,822	4.8778	4.7262
Indiana	5,571.9	5,595.6	.4	2,060.3	2.4	89,780,218	44.0	30,985	43,576	46,904,654	41.4	16,481	22,766	2.1778	2.1438
Michigan	9,222.9	9,307.7	.9	3,446.8	3.2	158,893,681	42.3	33,447	46,099	78,110,105	40.3	16,680	22,662	3.7626	3.6776
Ohio	10,837.3	10,814.5	−.2	4,126.6	2.0	180,855,607	41.3	31,661	43,827	87,268,409	38.7	15,564	21,148	4.3172	4.1798
Wisconsin	4,834.6	4,908.3	1.5	1,864.4	3.8	81,262,438	43.7	31,487	43,586	35,528,984	37.2	14,419	19,057	1.8717	1.8295
WEST NORTH CENTRAL	**17,882.3**	**18,286.5**	**2.3**	**6,909.0**	**3.8**	**303,985,405**	**43.5**	**31,837**	**43,998**	**152,253,499**	**40.6**	**16,264**	**22,037**	**7.2239**	**7.1136**
Iowa	2,909.5	2,889.6	−.7	1,130.2	1.6	46,416,401	41.8	29,410	41,069	21,650,706	35.1	14,401	19,157	1.1137	1.0711
Kansas	2,483.9	2,552.6	2.8	980.9	4.4	45,883,502	43.3	34,057	46,777	20,972,644	41.7	15,750	21,381	1.0420	1.0289
Minnesota	4,292.7	4,428.1	3.2	1,670.5	5.3	77,505,772	46.2	33,417	46,397	40,393,453	44.0	17,683	24,180	1.8116	1.8176
Missouri	5,149.3	5,297.6	2.9	1,954.2	3.4	84,104,214	41.8	31,389	43,038	44,829,455	40.7	16,864	22,940	2.0660	2.0252
Nebraska	1,624.6	1,651.1	1.6	634.5	3.6	27,339,077	43.5	31,106	43,088	12,850,246	39.4	15,045	20,253	.6403	.6282
North Dakota	701.2	728.8	3.9	262.2	5.1	11,849,533	44.4	32,910	45,193	6,036,925	39.4	17,361	23,024	.2833	.2801
South Dakota	721.1	738.7	2.4	276.5	4.2	10,886,906	43.6	28,571	39,374	5,520,070	39.3	14,930	19,964	.2670	.2625
SOUTH ATLANTIC	**41,220.8**	**44,035.9**	**6.8**	**16,747.0**	**9.2**	**720,926,677**	**49.2**	**31,499**	**43,048**	**374,252,929**	**47.5**	**16,546**	**22,347**	**16.6485**	**17.1098**
Delaware	630.1	651.6	3.4	238.1	5.5	11,620,788	45.5	35,394	48,806	6,492,255	44.1	19,965	27,267	.2773	.2776
District of Columbia	620.0	604.7	−2.5	251.1	−.7	13,594,462	36.0	39,537	54,140	4,552,545	34.2	13,416	18,130	.2876	.2693
Florida	11,740.6	13,107.1	11.6	5,351.8	14.1	220,121,682	54.8	30,312	41,130	119,276,210	51.3	16,802	22,287	4.9526	5.2687
Georgia	6,124.0	6,539.7	6.8	2,380.5	9.1	101,188,501	48.6	31,204	42,507	53,827,855	46.7	16,813	22,612	2.3908	2.4484
Maryland	4,486.3	4,665.1	4.0	1,721.7	6.3	87,758,607	42.4	38,044	50,972	43,072,522	42.6	18,649	25,017	2.0160	1.9927
North Carolina	6,386.6	6,718.0	5.2	2,527.9	7.8	99,692,774	48.9	28,558	39,437	53,850,291	47.5	15,573	21,302	2.3901	2.4452
South Carolina	3,436.4	3,638.2	5.9	1,331.0	8.6	50,076,058	50.5	27,135	37,623	27,096,013	48.3	14,904	20,358	1.2117	1.2497
Virginia	5,845.1	6,171.4	5.6	2,203.1	6.7	110,375,346	47.2	36,298	50,100	52,102,185	47.0	17,164	23,649	2.4582	2.5007
West Virginia	1,951.7	1,940.1	−.6	741.8	1.7	26,498,459	47.1	24,690	35,722	13,983,053	41.0	13,590	18,850	.6642	.6575
EAST SOUTH CENTRAL	**15,391.6**	**15,799.9**	**2.7**	**5,853.6**	**5.0**	**220,158,741**	**48.9**	**26,519**	**37,611**	**113,431,898**	**43.6**	**14,167**	**19,378**	**5.3511**	**5.3979**
Alabama	4,093.1	4,209.6	2.8	1,576.3	5.2	57,315,036	46.8	26,065	36,360	27,128,123	41.7	12,785	17,210	1.3803	1.3787
Kentucky	3,777.6	3,830.6	1.4	1,401.4	3.5	54,885,316	49.1	27,189	39,165	26,719,882	42.2	13,887	19,067	1.3097	1.3149
Mississippi	2,668.4	2,747.6	3.0	977.0	5.3	33,684,855	50.3	24,166	34,478	17,595,890	43.9	13,179	18,010	.8438	.8554
Tennessee	4,852.5	5,012.1	3.3	1,898.9	5.6	74,273,534	49.6	27,606	39,114	41,988,003	45.6	16,038	22,112	1.8173	1.8489
WEST SOUTH CENTRAL	**27,050.3**	**29,250.6**	**8.1**	**10,659.6**	**10.0**	**450,842,479**	**50.8**	**30,847**	**42,295**	**224,419,603**	**40.9**	**16,435**	**21,053**	**10.4736**	**10.6978**
Arkansas	2,404.8	2,480.5	3.1	924.2	4.9	33,512,202	46.1	26,031	36,261	16,383,903	39.6	13,316	17,728	.8208	.8150
Louisiana	4,547.0	4,745.0	4.4	1,701.1	6.7	67,073,476	50.0	28,041	39,429	33,902,482	38.8	15,321	19,930	1.6200	1.6298
Oklahoma	3,360.4	3,573.6	6.3	1,371.8	8.0	53,352,281	47.6	28,452	38,892	27,111,490	37.7	15,497	19,763	1.2829	1.2827
Texas	16,738.1	18,451.5	10.2	6,662.5	12.1	296,904,520	52.2	32,826	44,564	147,021,728	42.2	17,397	22,067	6.7499	6.9703
MOUNTAIN	**13,180.2**	**14,390.0**	**9.2**	**5,440.2**	**11.4**	**227,071,821**	**54.0**	**30,192**	**41,740**	**116,234,366**	**46.6**	**16,235**	**21,366**	**5.1674**	**5.4069**
Arizona	3,327.4	3,769.9	13.3	1,477.5	16.3	59,045,415	55.5	29,889	39,963	28,583,980	48.3	15,166	19,346	1.3022	1.3848
Colorado	3,300.1	3,573.3	8.3	1,427.6	10.8	65,810,894	53.9	33,175	46,099	32,804,056	47.2	17,291	22,978	1.4413	1.5075
Idaho	1,036.5	1,090.5	5.2	372.8	4.8	14,948,581	49.5	28,120	40,098	6,936,073	39.0	14,034	18,605	.3544	.3570
Montana	841.6	876.3	4.1	342.9	6.3	12,271,904	47.4	25,807	35,789	6,356,440	34.8	14,617	18,537	.3048	.3011
Nevada	963.9	1,078.0	11.8	451.1	14.6	19,690,146	61.4	30,988	43,649	11,619,807	54.6	19,091	25,759	.4367	.4774
New Mexico	1,494.2	1,619.7	8.4	590.6	10.7	21,819,658	50.6	27,154	36,945	12,535,844	46.5	16,038	21,226	.5397	.5576
Utah	1,704.2	1,848.3	8.5	577.5	9.1	24,069,852	54.9	29,362	41,679	11,656,038	44.2	15,275	20,184	.5650	.5891
Wyoming	512.3	534.0	4.2	200.2	6.1	9,415,371	53.4	32,525	47,030	5,742,128	49.0	20,417	28,682	.2233	.2324
PACIFIC	**35,916.2**	**38,682.2**	**7.7**	**14,466.6**	**8.8**	**717,384,546**	**46.7**	**36,782**	**49,589**	**337,327,424**	**46.2**	**17,354**	**23,318**	**15.8451**	**16.1224**
Alaska	551.7	642.7	16.5	227.1	19.3	12,823,104	57.4	42,798	56,465	6,923,050	53.6	23,688	30,485	.2736	.2971
California	27,080.8	29,417.1	8.6	10,918.2	9.4	555,654,980	45.9	38,170	50,893	260,583,149	46.9	17,786	23,867	12.2189	12.4350
Hawaii	1,077.6	1,148.7	6.6	366.1	8.4	19,926,219	48.4	39,758	54,428	9,845,518	44.2	20,216	26,893	.4526	.4604
Oregon	2,726.8	2,772.6	1.7	1,081.1	3.1	45,491,181	51.0	28,727	42,079	22,689,766	43.0	15,135	20,988	1.0519	1.0660
Washington	4,479.3	4,701.1	5.0	1,874.1	7.4	83,489,062	47.5	32,452	44,549	37,285,941	42.8	14,969	19,895	1.8481	1.8639
TOTAL UNITED STATES	**243,211.7**	**254,135.6**	**4.5**	**95,495.7**	**6.5**	**4,331,880,101**	**45.3**	**33,252**	**45,362**	**2,109,158,310**	**42.9**	**16,462**	**22,086**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1985–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
ALABAMA															
ANNISTON	124.6	126.5	1.5	46.0	4.1	1,595,305	42.4	25,338	34,681	602,380	26.9	10,739	13,095	.0386	.0369
Calhoun	124.6	126.5	1.5	46.0	4.1	1,595,305	42.4	25,338	34,681	602,380	26.9	10,739	13,095	.0386	.0369
BIRMINGHAM	922.0	945.3	2.5	364.8	4.9	14,133,350	45.5	27,914	38,743	6,698,763	40.8	13,678	18,363	.3353	.3328
Blount	40.3	42.9	6.5	16.1	9.5	419,675	37.9	20,705	26,067	110,135	30.4	5,745	6,841	.0101	.0098
Jefferson	680.5	682.7	.3	269.2	2.7	10,718,974	43.3	28,529	39,818	5,829,396	41.8	15,683	21,655	.2650	.2604
St. Clair	47.9	51.9	8.4	18.5	12.1	531,845	41.3	22,815	28,748	127,816	30.7	5,925	6,909	.0122	.0120
Shelby	82.6	95.5	15.6	33.9	18.5	1,585,103	69.3	32,736	46,758	287,146	48.0	6,784	8,470	.0264	.0299
Walker	70.7	72.3	2.3	27.1	4.6	877,753	43.0	23,701	32,389	344,270	27.5	10,427	12,704	.0216	.0207
DOTHAN	129.6	133.4	2.9	49.1	5.6	1,713,321	44.9	25,425	34,895	1,183,190	45.4	17,501	24,098	.0471	.0471
Dale	47.8	47.1	−1.5	16.1	.6	592,945	41.9	26,116	36,829	207,734	37.4	9,448	12,903	.0140	.0135
Houston	81.8	86.3	5.5	33.0	8.2	1,120,376	46.6	25,062	33,951	975,456	47.2	21,725	29,559	.0331	.0336
FLORENCE	140.0	142.7	1.9	54.9	4.2	1,828,814	37.4	25,256	33,312	898,920	33.7	12,757	16,374	.0474	.0450
Colbert	55.3	55.3	.0	21.4	2.4	630,315	27.1	23,731	29,454	342,518	28.5	12,750	16,006	.0182	.0164
Lauderdale	84.7	87.4	3.2	33.5	5.3	1,198,499	43.5	26,258	35,776	556,402	37.1	12,762	16,609	.0292	.0286
GADSDEN	103.9	103.7	−.2	39.9	2.0	1,191,163	30.5	23,347	29,854	519,552	19.9	11,080	13,021	.0327	.0293
Etowah	103.9	103.7	−.2	39.9	2.0	1,191,163	30.5	23,347	29,854	519,552	19.9	11,080	13,021	.0327	.0293
HUNTSVILLE	225.2	244.9	8.7	93.7	11.4	4,676,039	61.6	34,396	49,904	1,911,249	49.9	15,164	20,398	.0930	.1005
Madison	225.2	244.9	8.7	93.7	11.4	4,676,039	61.6	34,396	49,904	1,911,249	49.9	15,164	20,398	.0930	.1005
MOBILE	471.7	490.5	4.0	181.4	6.5	7,447,088	52.5	28,654	41,053	4,010,680	48.6	15,839	22,110	.1756	.1817
Baldwin	91.4	100.6	10.1	37.8	12.8	1,563,437	62.5	28,729	41,361	744,008	57.9	14,065	19,683	.0333	.0365
Mobile	380.3	389.9	2.5	143.6	4.9	5,883,651	50.1	28,636	40,973	3,266,672	46.6	16,273	22,748	.1423	.1452
MONTGOMERY	299.7	316.1	5.5	116.7	8.2	4,846,442	53.4	29,284	41,529	2,382,672	49.6	14,759	20,417	.1100	.1149
Autauga	36.3	39.0	7.4	13.5	10.7	570,075	58.4	29,494	42,228	211,309	54.7	11,193	15,653	.0118	.0127
Elmore	48.6	51.3	5.6	17.8	9.2	601,313	45.1	25,417	33,782	168,472	37.7	7,507	9,465	.0134	.0135
Montgomery	214.8	225.8	5.1	85.4	7.6	3,675,054	54.1	30,046	43,033	2,002,891	50.2	16,795	23,453	.0848	.0887
TUSCALOOSA	144.2	148.5	3.0	55.3	5.5	1,940,526	47.2	25,166	35,091	1,069,646	42.3	14,347	19,343	.0492	.0493
Tuscaloosa	144.2	148.5	3.0	55.3	5.5	1,940,526	47.2	25,166	35,091	1,069,646	42.3	14,347	19,343	.0492	.0493
TOTAL METRO COUNTIES	2,609.6	2,700.7	3.5	1,020.1	5.9	39,904,810	48.4	27,922	39,119	19,490,045	43.1	14,146	19,106	.9424	.9507
TOTAL STATE	4,093.1	4,209.6	2.8	1,576.2	5.2	57,315,036	46.8	26,065	36,360	27,128,123	41.7	12,785	17,210	1.3803	1.3787
ALASKA															
ANCHORAGE	239.5	281.8	17.7	106.9	20.8	6,029,428	56.0	43,680	56,403	4,128,735	54.3	30,226	38,622	.1390	.1503
Anchorage	239.5	281.8	17.7	106.9	20.8	6,029,428	56.0	43,680	56,403	4,128,735	54.3	30,226	38,622	.1390	.1503
TOTAL METRO COUNTIES	239.5	281.8	17.7	106.9	20.8	6,029,428	56.0	43,680	56,403	4,128,735	54.3	30,226	38,622	.1390	.1503
TOTAL STATE	551.7	642.7	16.5	227.1	19.3	12,823,104	57.4	42,798	56,465	6,923,050	53.6	23,688	30,485	.2736	.2971
ARIZONA															
PHOENIX	1,916.2	2,221.4	15.9	890.1	18.8	39,159,063	60.2	32,627	43,994	18,878,711	53.0	16,475	21,210	.8181	.8953
Maricopa	1,916.2	2,221.4	15.9	890.1	18.8	39,159,063	60.2	32,627	43,994	18,878,711	53.0	16,475	21,210	.8181	.8953
TUCSON	616.6	677.9	9.9	275.7	12.7	10,058,926	48.2	27,740	36,485	4,863,610	42.8	13,918	17,641	.2337	.2385
Pima	616.6	677.9	9.9	275.7	12.7	10,058,926	48.2	27,740	36,485	4,863,610	42.8	13,918	17,641	.2337	.2385
TOTAL METRO COUNTIES	2,532.8	2,899.3	14.5	1,165.8	17.3	49,217,989	57.6	31,423	42,218	23,742,321	50.8	15,845	20,366	1.0518	1.1338
TOTAL STATE	3,327.4	3,769.9	13.3	1,477.5	16.3	59,045,415	55.5	29,889	39,963	28,583,980	48.3	15,166	19,346	1.3022	1.3848
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	107.1	112.1	4.7	43.0	7.5	1,624,924	50.3	27,024	37,789	951,176	46.4	16,244	22,120	.0401	.0411
Washington	107.1	112.1	4.7	43.0	7.5	1,624,924	50.3	27,024	37,789	951,176	46.4	16,244	22,120	.0401	.0411
FORT SMITH	180.0	191.9	6.6	72.1	8.3	2,751,851	50.2	27,512	36,167	1,234,753	38.5	13,390	17,126	.0636	.0646
Crawford	43.0	47.6	10.7	16.5	10.7	616,455	56.4	26,448	37,361	141,562	37.4	6,914	8,580	.0122	.0129
Sebastian	100.8	104.3	3.5	41.7	6.1	1,805,837	50.6	30,518	43,305	980,854	39.8	17,856	23,522	.0426	.0431
Sequoyah, Okla.	*36.2*	*40.0*	*10.5*	*13.9*	*12.1*	*329,559*	*38.0*	*19,262*	*23,709*	*112,337*	*29.1*	*7,017*	*8,082*	*.0088*	*.0086*
LITTLE ROCK - NORTH LITTLE ROCK	508.9	528.9	3.9	196.1	5.6	8,893,977	48.4	32,274	45,354	4,555,809	44.2	17,014	23,232	.2067	.2092
Faulkner	54.1	59.7	10.4	21.4	13.2	915,920	62.0	29,912	42,800	363,000	51.7	12,660	16,963	.0187	.0204
Lonoke	38.8	41.6	7.2	14.5	9.0	441,608	39.2	23,847	30,456	174,421	33.1	9,851	12,029	.0112	.0108
Pulaski	358.0	366.2	2.3	139.1	3.9	6,745,918	48.4	33,958	48,497	3,807,964	45.1	19,601	27,376	.1592	.1609
Saline	58.0	61.4	5.9	21.1	7.7	790,531	40.2	28,773	37,466	210,424	27.8	8,403	9,973	.0176	.0171
PINE BLUFF	89.9	87.7	−2.4	30.2	−1.6	1,089,627	36.3	26,044	36,080	609,100	33.1	14,908	20,169	.0301	.0282
Jefferson	89.9	87.7	−2.4	30.2	−1.6	1,089,627	36.3	26,044	36,080	609,100	33.1	14,908	20,169	.0301	.0282
TEXARKANA	121.6	127.1	4.5	47.2	5.6	1,705,833	44.2	26,468	36,141	1,101,684	42.6	17,286	23,341	.0455	.0455
Miller	38.9	39.5	1.5	14.6	3.5	549,974	46.7	26,583	37,669	268,004	39.3	13,648	18,356	.0134	.0134
Bowie, Tex.	*82.7*	*87.6*	*5.9*	*32.6*	*6.5*	*1,155,859*	*43.0*	*26,416*	*35,456*	*833,680*	*43.7*	*18,962*	*25,573*	*.0321*	*.0321*
TOTAL METRO COUNTIES	938.7	969.9	3.3	359.0	5.2	15,119,777	47.7	29,987	42,116	8,065,965	42.3	16,599	22,468	.3640	.3660
TOTAL STATE	2,404.8	2,480.5	3.1	924.2	4.9	33,512,202	46.1	26,031	36,261	16,383,903	39.6	13,316	17,728	.8208	.8150
CALIFORNIA															
ANAHEIM - SANTA ANA	2,177.3	2,341.3	7.5	832.0	7.5	49,734,830	43.8	44,688	59,777	23,433,484	45.4	20,828	28,165	1.0864	1.0918
Orange	2,177.3	2,341.3	7.5	832.0	7.5	49,734,830	43.8	44,688	59,777	23,433,484	45.4	20,828	28,165	1.0864	1.0918

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
CALIFORNIA (cont.)															
BAKERSFIELD	493.8	558.7	13.1	202.6	15.1	9,503,333	54.3	34,984	46,907	4,084,784	46.3	15,864	20,162	.2005	.2118
Kern	493.8	558.7	13.1	202.6	15.1	9,503,333	54.3	34,984	46,907	4,084,784	46.3	15,864	20,162	.2005	.2118
CHICO	170.7	189.7	11.1	78.0	13.0	2,790,489	48.0	27,332	35,776	1,501,155	51.3	14,382	19,246	.0659	.0684
Butte	170.7	189.7	11.1	78.0	13.0	2,790,489	48.0	27,332	35,776	1,501,155	51.3	14,382	19,246	.0659	.0684
FRESNO	588.8	640.0	8.7	234.5	11.2	10,517,955	48.0	33,709	44,853	4,549,373	40.6	15,350	19,400	.2334	.2365
Fresno	588.8	640.0	8.7	234.5	11.2	10,517,955	48.0	33,709	44,853	4,549,373	40.6	15,350	19,400	.2334	.2365
LOS ANGELES - LONG BEACH	8,312.3	8,869.6	6.7	3,255.1	6.9	162,465,703	42.3	37,470	49,911	77,583,422	44.2	17,662	23,834	3.6907	3.6767
Los Angeles	8,312.3	8,869.6	6.7	3,255.1	6.9	162,465,703	42.3	37,470	49,911	77,583,422	44.2	17,662	23,834	3.6907	3.6767
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*13,116.7*	*14,221.8*	*8.4*	*5,167.5*	*8.8*	*263,852,365*	*44.8*	*38,358*	*51,060*	*124,007,332*	*46.5*	*17,830*	*23,998*	*5.8540*	*5.9286*
MERCED	166.8	192.8	15.6	64.0	15.5	2,453,208	50.2	29,473	38,331	1,246,829	54.1	14,603	19,482	.0577	.0613
Merced	166.8	192.8	15.6	64.0	15.5	2,453,208	50.2	29,473	38,331	1,246,829	54.1	14,603	19,482	.0577	.0613
MODESTO	313.9	347.6	10.7	121.1	9.6	4,959,203	43.2	31,331	40,951	2,652,505	46.6	16,380	21,903	.1206	.1222
Stanislaus	313.9	347.6	10.7	121.1	9.6	4,959,203	43.2	31,331	40,951	2,652,505	46.6	16,380	21,903	.1206	.1222
OAKLAND	1,949.2	2,070.6	6.2	813.5	8.0	45,774,691	46.1	41,611	56,269	19,755,968	46.8	17,873	24,285	.9591	.9724
Alameda	1,217.3	1,287.7	5.8	512.8	7.5	26,471,863	44.4	38,416	51,622	12,258,851	45.6	17,639	23,906	.5785	.5812
Contra Costa	731.9	782.9	7.0	300.7	9.0	19,302,828	48.5	47,138	64,193	7,497,117	48.7	18,277	24,932	.3806	.3912
OXNARD - VENTURA	621.7	685.7	10.3	227.4	11.1	13,794,640	51.6	44,448	60,662	5,332,463	51.7	17,172	23,450	.2751	.2891
Ventura	621.7	685.7	10.3	227.4	11.1	13,794,640	51.6	44,448	60,662	5,332,463	51.7	17,172	23,450	.2751	.2891
REDDING	135.2	149.0	10.2	56.0	10.5	1,875,884	36.7	27,065	33,498	1,170,502	43.9	16,039	20,902	.0506	.0501
Shasta	135.2	149.0	10.2	56.0	10.5	1,875,884	36.7	27,065	33,498	1,170,502	43.9	16,039	20,902	.0506	.0501
RIVERSIDE - SAN BERNARDINO	2,005.4	2,325.2	15.9	853.0	17.8	37,857,192	55.5	33,611	44,381	17,657,963	57.1	15,520	20,701	.8018	.8710
Riverside	871.8	1,013.6	16.3	381.3	17.6	16,416,767	54.8	32,725	43,055	8,001,056	55.3	15,897	20,984	.3543	.3830
San Bernardino	1,133.6	1,311.6	15.7	471.7	17.8	21,440,425	56.0	34,329	45,454	9,656,907	58.6	15,215	20,473	.4475	.4880
SACRAMENTO	1,304.8	1,450.9	11.2	576.4	13.4	26,853,041	50.7	35,054	46,588	13,110,620	51.8	16,986	22,746	.5817	.6104
El Dorado	112.1	130.3	16.2	48.8	15.4	2,149,821	51.1	33,630	44,054	772,493	43.0	12,774	15,830	.0440	.0460
Placer	146.7	169.4	15.5	65.1	18.1	3,088,875	55.6	36,018	47,448	1,665,197	58.6	19,056	25,579	.0667	.0726
Sacramento	918.9	1,014.4	10.4	410.6	12.9	19,387,288	50.6	35,396	47,217	9,798,100	52.5	17,670	23,863	.4220	.4429
Yolo	127.1	136.8	7.6	51.9	9.5	2,227,057	44.2	32,577	42,911	874,830	41.0	13,086	16,856	.0490	.0489
SALINAS - SEASIDE - MONTEREY	337.3	366.7	8.7	121.0	8.9	6,184,417	45.2	38,338	51,111	2,756,760	44.5	17,170	22,783	.1379	.1393
Monterey	337.3	366.7	8.7	121.0	8.9	6,184,417	45.2	38,338	51,111	2,756,760	44.5	17,170	22,783	.1379	.1393
SAN DIEGO	2,217.7	2,466.0	11.2	908.8	12.4	48,138,439	52.0	39,167	52,969	21,915,702	52.8	17,738	24.115	1.0051	1.0615
San Diego	2,217.7	2,466.0	11.2	908.8	12.4	48,138,439	52.0	39,167	52,969	21,915,702	52.8	17,738	24,115	1.0051	1.0615
SAN FRANCISCO	1,583.7	1,649.6	4.2	705.6	5.6	41,601,182	43.3	43,467	58,959	20,928,485	43.9	21,765	29,661	.9128	.9077
Marin	226.3	227.8	.7	97.1	2.1	7,187,371	41.4	53,966	74,020	2,929,507	41.1	22,040	30,170	.1461	.1426
San Francisco	738.1	782.3	6.0	355.2	7.0	18,724,394	46.5	38,497	52,715	10,497,005	46.4	21,606	29,552	.4207	.4269
San Mateo	619.3	639.5	3.3	253.3	4.7	15,689,417	40.3	46,197	61,940	7,501,973	41.7	21,877	29,617	.3460	.3382
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,903.2*	*6,260.6*	*6.1*	*2,436.6*	*7.1*	*139,867,852*	*44.5*	*42,535*	*57,403*	*63,792,995*	*45.1*	*19,326*	*26,181*	*3.0024*	*3.0146*
SAN JOSE	1,409.1	1,484.5	5.4	515.3	4.4	32,235,095	40.8	46,360	62,556	14,670,393	41.7	20,965	28,470	.7100	.6975
Santa Clara	1,409.1	1,484.5	5.4	515.3	4.4	32,235,095	40.8	46,360	62,556	14,670,393	41.7	20,965	28,470	.7100	.6975
SANTA BARBARA - SANTA MARIA - LOMPOC	338.1	365.3	8.0	140.9	10.4	7,562,992	48.9	39,804	53,676	4,350,227	49.9	22,742	30,875	.1720	.1779
Santa Barbara	338.1	365.3	8.0	140.9	10.4	7,562,992	48.9	39,804	53,676	4,350,227	49.9	22,742	30,875	.1720	.1779
SANTA CRUZ	223.8	249.8	11.6	94.5	11.0	4,955,313	51.0	38,560	52,437	1,882,640	46.5	15,103	19,922	.0996	.1036
Santa Cruz	223.8	249.8	11.6	94.5	11.0	4,955,313	51.0	38,560	52,437	1,882,640	46.5	15,103	19,922	.0996	.1036
SANTA ROSA - PETALUMA	348.6	383.4	10.0	154.6	12.3	7,803,035	51.5	37,409	50,472	3,325,800	52.3	15,853	21,512	.1595	.1676
Sonoma	348.6	383.4	10.0	154.6	12.3	7,803,035	51.5	37,409	50,472	3,325,800	52.3	15,853	21,512	.1595	.1676
STOCKTON	423.3	477.1	12.7	179.3	14.9	7,606,333	51.6	32,156	42,422	3,460,253	51.5	14,640	19,299	.1653	.1746
San Joaquin	423.3	477.1	12.7	179.3	14.9	7,606,333	51.6	32,156	42,422	3,460,253	51.5	14,640	19,299	.1653	.1746
VALLEJO - FAIRFIELD - NAPA	388.8	422.7	8.7	153.1	10.9	7,498,536	47.0	36,942	48,978	3,229,709	49.4	15,652	21,095	.1614	.1658
Napa	107.2	112.9	5.3	43.8	7.1	2,537,111	46.8	42,251	57,925	822,108	46.6	13,714	18,770	.0492	.0499
Solano	281.6	309.8	10.0	109.3	12.4	4,961,425	47.1	34,709	45,393	2,407,601	50.4	16,468	22,027	.1122	.1159
VISALIA - TULARE - PORTERVILLE	290.1	320.6	10.5	103.8	9.5	3,154,593	29.5	25,688	30,391	2,220,822	39.8	16,762	21,395	.0969	.0933
Tulare	290.1	320.6	10.5	103.8	9.5	3,154,593	29.5	25,688	30,391	2,220,822	39.8	16,762	21,395	.0969	.0933
YUBA CITY	113.2	120.7	6.6	45.4	9.1	1,623,618	39.8	27,912	35,763	861,950	44.5	14,343	18,986	.0408	.0404
Sutter	58.4	62.7	7.4	23.7	9.2	864,596	36.6	29,166	36,481	490,002	43.0	15,787	20,675	.0223	.0219
Yuba	54.8	58.0	5.8	21.7	9.0	759,022	43.7	26,543	34,978	371,948	46.4	12,768	17,140	.0185	.0185
TOTAL METRO COUNTIES	25,913.6	28,127.5	8.5	10,435.9	9.3	536,943,722	45.9	38,555	51,452	251,681,809	46.9	17,953	24,117	11.7848	11.9909
TOTAL STATE	27,080.8	29,417.1	8.6	10,918.2	9.4	555,654,980	45.9	38,170	50,893	260,583,149	46.9	17,786	23,867	12.2189	12.4350
COLORADO															
BOULDER - LONGMONT	217.6	237.5	9.1	95.3	12.1	4,604,572	54.6	35,043	48,317	2,494,794	53.9	19,074	26,178	.1008	.1073
Boulder	217.6	237.5	9.1	95.3	12.1	4,604,572	54.6	35,043	48,317	2,494,794	53.9	19,074	26,178	.1008	.1073
COLORADO SPRINGS	372.0	414.4	11.4	159.0	14.6	7,079,245	60.0	31,898	44,524	3,554,528	51.9	16,871	22,356	.1523	.1649
El Paso	372.0	414.4	11.4	159.0	14.6	7,079,245	60.0	31,898	44,524	3,554,528	51.9	16,871	22,356	.1523	.1649
DENVER	1,649.4	1,796.3	8.9	737.9	11.1	37,703,476	55.6	36,494	51,096	17,573,690	47.2	17,981	23,816	.7846	.8268
Adams	282.9	308.1	8.9	115.9	11.7	5,365,716	55.4	33,272	46,296	2,638,623	47.0	17,296	22,766	.1176	.1238
Arapahoe	387.5	452.5	16.8	182.0	19.7	10,273,930	65.3	40,864	56,450	4,413,913	46.7	19,787	24,252	.1972	.2170
Denver	508.0	514.0	1.2	240.9	3.6	10,361,258	44.4	30,868	43,011	5,642,875	42.9	16,979	23,424	.2423	.2404

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
COLORADO (cont.)															
Douglas	39.5	47.3	19.7	15.7	22.7	1,098,611	71.9	49,918	69,975	145,653	51.6	7,508	9,277	.0159	.0185
Jefferson	431.5	474.4	9.9	183.4	12.6	10,603,961	57.1	41,440	57,819	4,732,626	53.0	18,984	25,805	.2116	.2271
DENVER - BOULDER CONSOLIDATED AREA	*1,867.0*	*2,033.8*	*8.9*	*833.2*	*11.2*	*42,308,048*	*55.5*	*36,329*	*50,778*	*20,068,484*	*48.0*	*18,105*	*24,086*	*.8854*	*.9341*
FORT COLLINS - LOVELAND	181.1	204.2	12.8	80.4	16.0	3,331,305	58.8	30,277	41,434	1,551,758	50.5	14,882	19,300	.0711	.0767
Larimer	181.1	204.2	12.8	80.4	16.0	3,331,305	58.8	30,277	41,434	1,551,758	50.5	14,882	19,300	.0711	.0767
GREELEY	137.8	147.3	6.9	55.4	9.7	2,076,990	49.7	27,472	37,491	908,601	47.8	12,174	16,401	.0470	.0486
Weld	137.8	147.3	6.9	55.4	9.7	2,076,990	49.7	27,472	37,491	908,601	47.8	12,174	16,401	.0470	.0486
PUEBLO	125.3	123.4	–1.5	48.6	1.0	1,662,000	33.7	25,845	34,198	828,870	27.7	13,496	17,055	.0443	.0407
Pueblo	125.3	123.4	–1.5	48.6	1.0	1,662,000	33.7	25,845	34,198	828,870	27.7	13,496	17,055	.0443	.0407
TOTAL METRO COUNTIES	2,683.2	2,923.1	8.9	1,176.6	11.5	56,457,588	55.2	34,448	47,984	26,912,241	47.9	17,238	22,873	1.2001	1.2650
TOTAL STATE	3,300.1	3,573.3	8.3	1,427.6	10.8	65,810,894	53.9	33,175	46,099	32,804,056	47.2	17,291	22,978	1.4413	1.5075
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	828.6	841.4	1.5	307.4	3.7	22,701,829	41.6	54,102	73,851	10,471,856	41.6	24,944	34,066	.4874	.4772
Fairfield	828.6	841.4	1.5	307.4	3.7	22,701,829	41.6	54,102	73,851	10,471,856	41.6	24,944	34,066	.4874	.4772
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,097.9	1,126.5	2.6	424.7	5.0	23,902,903	41.0	41,923	56,282	12,038,668	42.0	20,960	28,346	.5468	.5357
Hartford	835.2	851.5	2.0	326.0	4.4	18,172,543	39.8	41,613	55,744	9,809,567	41.2	22,237	30,091	.4278	.4163
Middlesex	137.6	143.6	4.4	54.7	6.8	3,167,228	45.0	42,648	57,902	1,383,339	45.5	18,567	25,290	.0673	.0674
Tolland	125.1	131.4	5.0	44.0	7.8	2,563,132	44.8	43,386	58,253	845,762	46.1	14,189	19,222	.0517	.0520
NEW HAVEN - WATERBURY - MERIDEN	770.6	774.2	.5	292.1	2.8	16,065,069	39.8	40,455	54,999	7,578,855	40.1	19,037	25,946	.3660	.3541
New Haven	770.6	774.2	.5	292.1	2.8	16,065,069	39.8	40,455	54,999	7,578,855	40.1	19,037	25,946	.3660	.3541
NEW LONDON - NORWICH	251.4	255.8	1.8	93.3	4.4	5,131,841	41.7	40,515	55,004	2,494,553	42.1	19,630	26,737	.1171	.1150
New London	251.4	255.8	1.8	93.3	4.4	5,131,841	41.7	40,515	55,004	2,494,553	42.1	19,630	26,737	.1171	.1150
TOTAL METRO COUNTIES	2,948.5	2,997.9	1.7	1,117.5	4.0	67,801,642	40.9	44,778	60,673	32,583,932	41.5	21,440	29,158	1.5173	1.4820
TOTAL STATE	3,212.0	3,270.8	1.8	1,219.6	4.2	73,374,613	41.2	44,402	60,163	34,689,480	41.6	20,922	28,443	1.6335	1.5978
DELAWARE															
WILMINGTON	548.3	565.8	3.2	206.7	5.6	10,806,484	45.7	37,889	52,281	5,231,633	42.9	18,697	25,310	.2438	.2438
New Castle	413.1	423.5	2.5	155.3	4.7	8,229,707	45.0	38,273	52,992	4,464,003	44.0	20,901	28,744	.1922	.1918
Cecil, Md.	*67.1*	*72.0*	*7.3*	*25.2*	*10.5*	*1,107,086*	*46.8*	*33,086*	*43,952*	*438,177*	*37.2*	*14,004*	*17,388*	*.0246*	*.0247*
Salem, N. J.	*68.1*	*70.3*	*3.2*	*26.2*	*6.1*	*1,469,691*	*48.7*	*40,023*	*56,095*	*329,453*	*36.1*	*9,799*	*12,575*	*.0270*	*.0273*
TOTAL METRO COUNTIES	413.1	423.5	2.5	155.3	4.7	8,229,707	45.0	38,273	52,992	4,464,003	44.0	20,901	28,744	.1922	.1918
TOTAL STATE	630.1	651.6	3.4	238.1	5.5	11,620,788	45.5	35,394	48,806	6,492,255	44.1	19,965	27,267	.2773	.2776
DISTRICT OF COLUMBIA															
WASHINGTON	3,544.0	3,744.8	5.7	1,415.1	7.4	90,609,817	47.4	46,665	64,031	39,481,424	47.6	20,311	27,900	1.8662	1.9022
District of Columbia	620.0	604.7	-2.5	251.1	-.7	13,594,462	36.0	39,537	54,140	4,552,545	34.2	13,416	18,130	.2876	.2693
Calvert, Md.	*43.6*	*50.4*	*15.6*	*16.7*	*17.6*	*753,327*	*52.7*	*34,738*	*45,109*	*149,652*	*39.4*	*7,562*	*8,961*	*.0139*	*.0147*
Charles, Md.	*89.5*	*101.5*	*13.4*	*31.8*	*15.6*	*1,514,816*	*50.0*	*36,732*	*47,636*	*450,133*	*41.4*	*11,579*	*14,155*	*.0308*	*.0319*
Frederick, Md.	*134.6*	*148.6*	*10.4*	*51.4*	*13.2*	*2,455,686*	*49.9*	*36,082*	*47,776*	*1,165,914*	*51.2*	*16,988*	*22,683*	*.0543*	*.0566*
Montgomery, Md.	*653.1*	*708.4*	*8.5*	*273.0*	*11.1*	*19,654,527*	*49.8*	*53,404*	*71,995*	*9,129,610*	*50.8*	*24,637*	*33,442*	*.3967*	*.4127*
Prince George's, Md.	*679.1*	*682.5*	*.5*	*247.0*	*2.8*	*14,302,427*	*39.2*	*42,771*	*57,905*	*7,347,563*	*39.9*	*21,870*	*29,747*	*.3350*	*.3233*
Alexandria city, Va.	*111.8*	*117.8*	*5.4*	*59.6*	*8.0*	*3,799,724*	*51.3*	*45,503*	*63,754*	*1,674,412*	*49.4*	*20,308*	*28,094*	*.0740*	*.0770*
Arlington, Va.	*156.4*	*156.5*	*.1*	*75.9*	*2.2*	*5,222,344*	*44.6*	*48,620*	*68,806*	*1,766,823*	*42.0*	*16,744*	*23,278*	*.0988*	*.0977*
Fairfax, Va.	*701.5*	*776.7*	*10.7*	*284.5*	*13.4*	*21,779,728*	*57.0*	*55,317*	*76,554*	*8,509,768*	*56.0*	*21,755*	*29,911*	*.4012*	*.4336*
Fairfax city, Va.	*20.1*	*20.4*	*1.5*	*7.6*	*4.1*	*591,323*	*48.4*	*54,597*	*77,806*	*1,338,534*	*61.4*	*113,626*	*176,123*	*.0252*	*.0275*
Falls Church city, Va.	*9.4*	*9.3*	*-1.1*	*4.4*	*.0*	*315,917*	*40.5*	*51,103*	*71,799*	*463,212*	*53.8*	*68,451*	*105,275*	*.0107*	*.0110*
Loudoun, Va.	*71.0*	*82.2*	*15.8*	*27.7*	*17.4*	*1,597,026*	*58.2*	*42,766*	*57,654*	*591,616*	*59.3*	*15,734*	*21,358*	*.0303*	*.0334*
Manassas city, Va.	*19.4*	*22.4*	*15.5*	*7.6*	*15.2*	*436,014*	*56.1*	*42,312*	*57,370*	*477,315*	*56.7*	*46,139*	*62,805*	*.0125*	*.0136*
Manassas Park city, Va.	*7.2*	*7.7*	*6.9*	*2.2*	*.0*	*88,417*	*29.1*	*31,141*	*40,190*	*21,311*	*28.4*	*7,546*	*9,687*	*.0021*	*.0019*
Prince William, Va.	*174.2*	*193.9*	*11.3*	*56.1*	*9.8*	*3,496,280*	*50.6*	*45,424*	*62,322*	*1,539,600*	*50.3*	*20,045*	*27,444*	*.0741*	*.0775*
Stafford, Va.	*53.1*	*61.8*	*16.4*	*18.5*	*15.6*	*1,007,799*	*57.2*	*40,079*	*54,476*	*303,416*	*57.6*	*12,034*	*16,401*	*.0190*	*.0209*
TOTAL METRO COUNTIES	620.0	604.7	–2.5	251.1	–.7	13,594,462	36.0	39,537	54,140	4,552,545	34.2	13,416	18,130	.2876	.2693
TOTAL STATE	620.0	604.7	–2.5	251.1	–.7	13,594,462	36.0	39,537	54,140	4,552,545	34.2	13,416	18,130	.2876	.2693
FLORIDA															
BRADENTON	180.5	204.1	13.1	88.5	14.9	3,401,672	56.4	28,240	38,437	1,984,032	56.4	16,478	22,418	.0769	.0835
Manatee	180.5	204.1	13.1	88.5	14.9	3,401,672	56.4	28,240	38,437	1,984,032	56.4	16,478	22,418	.0769	.0835
DAYTONA BEACH	325.1	372.5	14.6	162.0	17.6	6,194,283	62.3	27,721	38,236	3,069,164	50.8	14,776	18,945	.1320	.1444
Volusia	325.1	372.5	14.6	162.0	17.6	6,194,283	62.3	27,721	38,236	3,069,164	50.8	14,776	18,945	.1320	.1444
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	1,167.8	1,280.0	9.6	556.7	12.2	25,909,851	53.2	34,081	46,542	14,151,397	53.3	18,610	25,420	.5673	.6012
Broward	1,167.8	1,280.0	9.6	556.7	12.2	25,909,851	53.2	34,081	46,542	14,151,397	53.3	18,610	25,420	.5673	.6012
FORT MYERS - CAPE CORAL	279.0	326.1	16.9	141.0	19.7	5,813,263	62.8	30,314	41,229	2,806,010	48.1	16,088	19,901	.1213	.1327
Lee	279.0	326.1	16.9	141.0	19.7	5,813,263	62.8	30,314	41,229	2,806,010	48.1	16,088	19,901	.1213	.1327

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	EFFECTIVE BUYING INCOME 1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	1991	RETAIL SALES 1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	1991	BUYING POWER INDEX 1986	1991
FLORIDA (cont.)															
FORT PIERCE	**207.1**	**242.0**	**16.9**	**99.9**	**19.9**	**3,554,653**	**58.2**	**26,972**	**35,582**	**2,079,687**	**54.1**	**16,205**	**20,818**	**.0822**	**.0897**
Martin	86.2	100.3	16.4	43.3	19.6	1,657,253	57.8	29,003	38,274	784,801	43.3	15,129	18,125	.0358	.0382
St. Lucie	120.9	141.7	17.2	56.6	20.2	1,897,400	58.5	25,411	33,523	1,294,886	61.4	17,032	22,878	.0464	.0515
FORT WALTON BEACH	**142.6**	**165.3**	**15.9**	**61.9**	**19.3**	**2,543,880**	**61.5**	**30,349**	**41,097**	**1,527,365**	**62.2**	**18,139**	**24,675**	**.0573**	**.0640**
Okaloosa	142.6	165.3	15.9	61.9	19.3	2,543,880	61.5	30,349	41,097	1,527,365	62.2	18,139	24,675	.0573	.0640
GAINESVILLE	**199.3**	**217.6**	**9.2**	**84.4**	**12.5**	**3,231,083**	**54.1**	**27,949**	**38,283**	**1,796,260**	**48.1**	**16,176**	**21,283**	**.0762**	**.0799**
Alachua	175.8	192.2	9.3	75.8	12.5	2,960,560	54.5	28,431	39,058	1,648,657	47.7	16,564	21,750	.0692	.0727
Bradford	23.5	25.4	8.1	8.6	13.2	270,523	50.3	23,675	31,456	147,603	52.5	12,734	17,163	.0070	.0072
JACKSONVILLE	**851.7**	**932.9**	**9.5**	**358.3**	**11.7**	**15,067,378**	**52.1**	**30,862**	**42,052**	**7,358,641**	**44.4**	**15,884**	**20,538**	**.3397**	**.3519**
Clay	93.7	110.1	17.5	34.3	15.5	1,549,176	56.4	33,353	45,165	582,673	42.7	13,744	16,988	.0326	.0349
Duval	643.3	688.7	7.1	272.9	9.8	11,507,443	50.2	30,839	42,167	5,967,379	43.8	16,705	21,867	.2657	.2718
Nassau	41.8	48.4	15.8	17.2	18.6	635,915	56.4	28,040	36,972	297,901	58.7	12,944	17,320	.0140	.0154
St. Johns	72.9	85.7	17.6	33.9	20.2	1,374,844	63.1	29,893	40,556	510,688	45.9	12,414	15,065	.0274	.0298
LAKELAND - WINTER HAVEN	**373.9**	**410.4**	**9.8**	**157.2**	**12.7**	**5,611,416**	**49.5**	**26,914**	**35,696**	**2,878,634**	**40.1**	**14,733**	**18,312**	**.1353**	**.1380**
Polk	373.9	410.4	9.8	157.2	12.7	5,611,416	49.5	26,914	35,696	2,878,634	40.1	14,733	18,312	.1353	.1380

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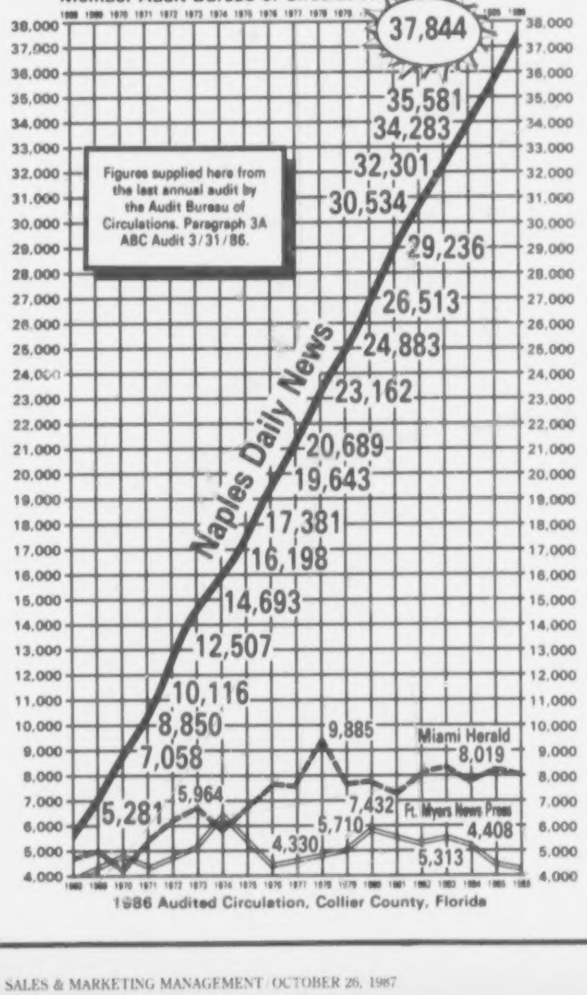

1986 Audited Circulation, Collier County, Florida

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
FLORIDA (cont.)															
MELBOURNE - TITUSVILLE - PALM BAY	**361.7**	**421.3**	**16.5**	**172.9**	**19.3**	**6,577,285**	**57.1**	**28,893**	**38,041**	**3,011,928**	**42.8**	**14,556**	**17,420**	**.1427**	**.1519**
Brevard	361.7	421.3	16.5	172.9	19.3	6,577,285	57.1	28,893	38,041	3,011,928	42.8	14,556	17,420	.1427	.1519
MIAMI - HIALEAH	**1,785.0**	**1,901.7**	**6.5**	**717.0**	**6.7**	**31,168,861**	**44.4**	**32,115**	**43,471**	**19,725,247**	**45.1**	**20,227**	**27,511**	**.7850**	**.7900**
Dade	1,785.0	1,901.7	6.5	717.0	6.7	31,168,861	44.4	32,115	43,471	19,725,247	45.1	20,227	27,511	.7850	.7900
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,952.8***	***3,181.7***	***7.8***	***1,273.7***	***9.0***	***57,078,712***	***48.3***	***32,950***	***44,813***	***33,876,644***	***48.4***	***19,540***	***26,597***	***1.3523***	***1.3912***
NAPLES	**123.5**	**145.3**	**17.7**	**62.3**	**20.5**	**2,413,792**	**51.9**	**30,739**	**38,745**	**1,658,296**	**56.0**	**20,558**	**26,618**	**.0585**	**.0628**
Collier	123.5	145.3	17.7	62.3	20.5	2,413,792	51.9	30,739	38,745	1,658,296	56.0	20,558	26,618	.0585	.0628
OCALA	**172.6**	**202.5**	**17.3**	**81.4**	**20.4**	**2,500,517**	**59.3**	**23,222**	**30,719**	**1,763,116**	**55.5**	**16,776**	**21,660**	**.0636**	**.0700**
Marion	172.6	202.5	17.3	81.4	20.4	2,500,517	59.3	23,222	30,719	1,763,116	55.5	16,776	21,660	.0636	.0700
ORLANDO	**899.5**	**1,031.4**	**14.7**	**399.2**	**17.5**	**17,270,299**	**59.8**	**31,813**	**43,262**	**10,406,471**	**57.7**	**19,416**	**26,068**	**.3892**	**.4285**
Orange	570.9	644.0	12.8	252.6	15.9	11,105,071	58.8	32,080	43,963	7,107,436	58.6	20,563	28,137	.2553	.2798
Osceola	84.2	101.4	20.4	40.1	22.3	1,301,766	62.5	24,430	32,463	1,062,420	64.8	19,656	26,494	.0334	.0382
Seminole	244.4	286.0	17.0	106.5	19.7	4,863,462	61.3	33,879	45,666	2,236,615	52.1	16,517	21,001	.1005	.1105
PANAMA CITY	**120.2**	**136.3**	**13.4**	**53.0**	**16.2**	**1,525,844**	**45.4**	**23,013**	**28,790**	**1,094,393**	**39.8**	**17,167**	**20,649**	**.0434**	**.0439**
Bay	120.2	136.3	13.4	53.0	16.2	1,525,844	45.4	23,013	28,790	1,094,393	39.8	17,167	20,649	.0434	.0439
PENSACOLA	**340.3**	**377.1**	**10.8**	**142.7**	**13.8**	**5,942,471**	**56.3**	**30,324**	**41,643**	**2,738,539**	**47.2**	**14,839**	**19,191**	**.1296**	**.1374**
Escambia	273.0	301.0	10.3	114.8	13.2	4,775,636	55.6	30,269	41,600	2,360,406	46.0	15,946	20,561	.1069	.1125
Santa Rosa	67.3	76.1	13.1	27.9	16.3	1,166,835	59.1	30,558	41,822	378,133	55.0	10,165	13,553	.0227	.0249
SARASOTA	**251.2**	**287.6**	**14.5**	**134.6**	**17.3**	**5,461,958**	**58.2**	**30,104**	**40,579**	**3,135,154**	**55.6**	**17,570**	**23,292**	**.1195**	**.1302**
Sarasota	251.2	287.6	14.5	134.6	17.3	5,461,958	58.2	30,104	40,579	3,135,154	55.6	17,570	23,292	.1195	.1302
TALLAHASSEE	**216.6**	**234.7**	**8.4**	**89.8**	**11.6**	**3,627,291**	**52.5**	**29,540**	**40,393**	**1,854,001**	**49.0**	**15,454**	**20,646**	**.0831**	**.0866**
Gadsden	44.3	45.8	3.4	14.8	6.5	394,228	37.9	20,571	26,637	140,943	26.0	8,049	9,523	.0107	.0101
Leon	172.3	188.9	9.6	75.0	12.6	3,233,063	54.5	31,412	43,108	1,713,058	51.3	16,999	22,841	.0724	.0765
TAMPA - ST. PETERSBURG - CLEARWATER	**1,916.2**	**2,133.9**	**11.4**	**919.0**	**13.9**	**36,511,297**	**55.9**	**29,007**	**39,729**	**19,071,600**	**54.6**	**15,285**	**20,753**	**.8009**	**.8607**
Hernando	76.9	92.3	20.0	39.5	23.1	1,216,801	64.3	23,077	30,805	407,584	48.0	8,579	10,319	.0243	.0271
Hillsborough	770.2	860.4	11.7	340.4	14.5	14,372,032	57.1	30,763	42,221	8,332,234	56.7	17,876	24,478	.3248	.3522

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES					BUYING POWER INDEX	
	12/31/86 Total Pop (Thous.)	12/31/91 Total Pop (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
FLORIDA (Tampa–St. Petersburg–Clearwater, cont.)																
Pasco	244.6	282.7	15.6	123.4	17.5	4,015,356	59.6	23,959	32,539	1,987,366	60.1	11,822	16,105	.0874	.0968
Pinellas	824.5	898.5	9.0	415.7	11.5	16,907,108	53.6	29,539	40,671	8,344,416	51.6	14,772	20,073	.3644	.3846
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	760.7	885.3	16.4	387.7	19.4	19,623,559	65.1	36,597	50,615	9,848,616	64.1	18,481	25,403	.3840	.4363
Palm Beach	760.7	885.3	16.4	387.7	19.4	19,623,559	65.1	36,597	50,615	9,848,616	64.1	18,481	25,403	.3840	.4363
TOTAL METRO COUNTIES	10,674.5	11,908.0	11.6	4,869.5	13.9	203,950,653	54.8	30,834	41,883	111,958,551	51.6	17,276	22,992	4.5877	4.8836
TOTAL STATE	11,740.6	13,107.1	11.6	5,351.8	14.1	220,121,682	54.8	30,312	41,130	119,276,210	51.3	16,802	22,287	4.9526	5.2687
GEORGIA																
ALBANY	118.9	121.7	2.4	41.6	4.5	1,609,052	40.1	28,858	38,679	1,039,646	38.4	18,871	24,991	.0443	.0428
Dougherty	103.5	103.8	.3	35.9	2.9	1,318,024	36.0	27,776	36,714	1,025,359	38.3	21,244	28,562	.0398	.0379
Lee	15.4	17.9	16.2	5.7	16.3	291,028	62.5	36,558	51,058	14,287	47.7	1,973	2,506	.0045	.0049
ATHENS	143.0	152.0	6.3	56.6	9.1	2,056,219	45.4	27,241	36,329	1,222,582	44.8	16,272	21,600	.0527	.0531
Clarke	78.4	81.3	3.7	31.1	6.1	1,169,879	42.1	28,096	37,617	976,262	43.6	23,204	31,391	.0340	.0338
Jackson	28.4	30.5	7.4	10.9	10.1	372,386	46.6	25,650	34,164	168,940	48.6	11,486	15,499	.0090	.0091
Madison	20.7	22.6	9.2	8.2	12.3	246,706	46.9	23,002	30,086	24,211	36.3	2,434	2,953	.0049	.0049
Oconee	15.5	17.6	13.5	6.4	18.5	267,248	58.4	31,246	41,758	53,169	60.2	6,146	8,308	.0048	.0053
ATLANTA	2,543.2	2,800.3	10.1	1,056.0	12.5	52,717,314	53.8	36,517	49,922	28,767,308	51.0	20,295	27,242	1.1710	1.2377
Barrow	25.8	29.1	12.8	10.6	16.5	333,225	52.0	24,086	31,436	193,451	51.8	14,008	18,250	.0084	.0089
Butts	15.4	16.3	5.8	5.1	10.9	221,205	50.8	31,885	43,374	44,834	34.7	7,234	8,791	.0044	.0045
Cherokee	71.0	83.3	17.3	28.7	20.1	1,115,843	58.1	29,525	38,880	315,547	56.7	8,424	10,995	.0217	.0238
Clayton	173.7	189.6	9.2	68.0	11.5	3,122,376	48.8	34,389	45,917	2,273,329	50.6	24,745	33,431	.0802	.0832
Cobb	387.7	451.2	16.4	175.3	19.2	10,877,821	67.2	44,226	62,053	4,891,939	64.0	20,277	27,906	.2017	.2306
Coweta	46.2	51.5	11.5	18.5	14.2	746,189	53.5	30,002	40,335	280,194	44.1	12,002	15,146	.0159	.0167
De Kalb	525.6	553.7	5.3	214.0	7.9	10,810,731	45.1	37,556	50,517	7,478,222	46.3	25,772	34,945	.2721	.2748
Douglas	70.5	81.8	16.0	27.1	18.9	1,282,910	60.6	35,033	47,340	527,951	61.5	14,336	19,482	.0259	.0288
Fayette	47.4	56.8	19.8	19.6	22.5	1,202,766	66.9	45,042	61,366	228,957	62.9	8,783	11,681	.0188	.0216
Forsyth	37.2	43.4	16.7	15.6	18.2	671,104	58.9	32,000	43,019	166,557	47.4	8,562	10,677	.0123	.0136
Fulton	621.4	639.2	2.9	260.9	5.4	12,436,783	45.8	34,460	47,669	8,622,544	44.8	24,042	33,049	.3150	.3164
Gwinnett	265.1	317.8	19.9	113.6	22.8	5,871,860	64.1	38,678	51,689	2,150,691	64.6	14,129	18,932	.1084	.1234
Henry	47.7	55.5	16.4	19.1	18.6	773,207	55.0	30,983	40,482	176,145	45.3	7,532	9,222	.0148	.0157
Newton	40.5	44.9	10.9	15.4	14.1	620,913	53.9	29,891	40,319	220,949	50.8	10,852	14,347	.0131	.0137
Paulding	32.1	36.4	13.4	13.0	16.1	460,018	54.0	26,677	35,386	110,570	46.4	6,744	8,505	.0091	.0098
Rockdale	48.0	55.8	16.3	18.9	19.6	923,173	60.7	36,350	48,845	438,231	62.1	17,109	23,187	.0191	.0212
Spalding	52.7	56.0	6.3	19.6	8.3	767,743	47.7	28,725	39,171	485,057	47.8	18,130	24,748	.0197	.0202
Walton	35.2	38.0	8.0	13.0	12.1	479,447	50.4	27,483	36,881	162,140	51.8	9,209	12,472	.0104	.0108
AUGUSTA	390.8	420.1	7.5	152.0	9.9	6,316,399	51.3	30,191	41,555	3,022,719	47.5	14,817	19,886	.1440	.1490
Columbia	56.2	66.1	17.6	23.2	20.2	1,110,783	63.3	35,237	47,879	190,826	46.0	6,772	8,225	.0188	.0207
McDuffie	20.5	21.9	6.8	7.8	6.8	226,771	38.7	22,393	29,073	161,899	42.4	15,572	20,756	.0068	.0066
Richmond	194.8	203.5	4.5	71.4	6.9	2,925,861	44.8	30,244	40,978	1,831,147	45.4	18,848	25,646	.0755	.0759
Aiken, S. C.	*119.3*	*128.6*	*7.8*	*49.6*	*10.5*	*2,052,984*	*56.5*	*29,212*	[illegible]	[illegible]	*53.7*	*12,157*	*16,912*	*.0429*	*.0458*
COLUMBUS	248.1	252.8	1.9	88.9	4.2	3,339,217	40.0	27,955	37,561	1,821,240	41.4	15,102	20,486	.0866	.0845
Chattahoochee	20.9	20.5	−1.9	3.1	−3.1	302,058	35.5	69,644	97,438	4,226	22.7	1,077	1,363	.0055	.0051
Muscogee	178.5	183.2	2.6	67.5	5.0	2,504,397	40.4	27,747	37,102	1,604,021	41.5	17,627	23,763	.0676	.0662
Russell, Ala.	*48.7*	*49.1*	*.8*	*18.3*	*2.8*	*532,762*	*41.1*	*21,209*	*29,113*	*212,993*	*40.8*	*8,501*	*11,639*	*.0135*	*.0132*
MACON - WARNER ROBINS	282.7	294.1	4.0	106.6	6.5	4,685,689	46.0	32,064	43,956	2,495,480	44.6	17,241	23,410	.1121	.1127
Bibb	156.5	159.6	2.0	59.2	4.4	2,463,718	42.9	30,406	41,617	1,608,868	42.8	19,873	27,177	.0646	.0639
Houston	85.1	89.9	5.6	31.9	8.5	1,565,843	48.8	35,783	49,086	739,975	48.5	16,944	23,197	.0347	.0357
Jones	20.1	22.5	11.9	7.7	14.9	339,195	55.3	32,608	44,051	21,901	39.1	2,349	2,844	.0056	.0060
Peach	21.0	22.1	5.2	7.8	6.8	316,933	47.3	29,466	40,632	124,736	46.7	11,651	15,992	.0072	.0071
SAVANNAH	238.5	248.6	4.2	91.9	6.5	3,870,183	45.4	30,843	42,113	2,225,297	44.5	17,846	24,214	.0956	.0958
Chatham	216.0	223.2	3.3	83.2	5.9	3,526,131	44.7	31,008	42,381	2,179,502	44.7	19,169	26,196	.0893	.0893
Effingham	22.5	25.4	12.9	8.7	13.0	344,052	53.2	29,164	39,546	45,795	37.1	4,339	5,264	.0063	.0065
TOTAL METRO COUNTIES	3,906.9	4,223.5	8.1	1,565.8	10.6	73,396,174	51.1	34,308	46,875	40,253,490	48.8	19,107	25,708	1.6862	1.7515
TOTAL STATE	6,124.0	6,539.7	6.8	2,380.5	9.1	101,188,501	48.6	31,204	42,507	53,827,855	46.7	16,813	22,612	2.3908	2.4484
HAWAII																
HONOLULU	830.3	869.5	4.7	276.0	6.8	16,019,872	48.1	41,840	58,043	7,299,129	42.9	19,759	26,446	.3535	.3571
Honolulu	830.3	869.5	4.7	276.0	6.8	16,019,872	48.1	41,840	58,043	7,299,129	42.9	19,759	26,446	.3535	.3571
TOTAL METRO COUNTIES	830.3	869.5	4.7	276.0	6.8	16,019,872	48.1	41,840	58,043	7,299,129	42.9	19,759	26,446	.3535	.3571
TOTAL STATE	1,077.6	1,148.7	6.6	366.1	8.4	19,926,219	48.4	39,758	54,428	9,845,518	44.2	20,216	26,893	.4526	.4604
IDAHO																
BOISE	202.4	222.3	9.8	82.7	10.7	3,809,774	59.7	31,943	46,067	1,429,001	39.2	13,743	17,279	.0775	.0817
Ada	202.4	222.3	9.8	82.7	10.7	3,809,774	59.7	31,943	46,067	1,429,001	39.2	13,743	17,279	.0775	.0817
TOTAL METRO COUNTIES	202.4	222.3	9.8	82.7	10.7	3,809,774	59.7	31,943	46,067	1,429,001	39.2	13,743	17,279	.0775	.0817
TOTAL STATE	1,036.5	1,090.5	5.2	372.8	4.8	14,948,581	49.5	28,120	40,098	6,936,073	39.0	14,034	18,605	.3544	.3570

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM **METRO AREA** County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
ILLINOIS															
AURORA - ELGIN	350.6	373.5	6.5	134.4	9.3	7,194,268	49.3	39,187	53,529	2,405,501	37.0	14,280	17,898	.1454	.1467
Kane	310.5	331.9	6.9	119.5	9.5	6,525,099	51.4	39,507	54,603	2,295,075	37.7	15,282	19,206	.1318	.1342
Kendall	40.1	41.6	3.7	14.9	7.2	669,169	31.3	36,675	44,911	110,426	23.9	6,411	7,411	.0136	.0125
BLOOMINGTON - NORMAL	125.4	128.5	2.5	48.2	5.5	2,423,330	46.6	36,179	50,277	1,149,455	45.0	17,342	23,848	.0541	.0544
McLean	125.4	128.5	2.5	48.2	5.5	2,423,330	46.6	36,179	50,277	1,149,455	45.0	17,342	23,848	.0541	.0544
CHAMPAIGN - URBANA - RANTOUL	170.9	170.8	–.1	62.9	2.1	2,721,027	35.6	32,580	43,260	1,434,940	37.6	16,931	22,813	.0688	.0653
Champaign	170.9	170.8	–.1	62.9	2.1	2,721,027	35.6	32.580	43,260	1,434,940	37.6	16,931	22,813	.0688	.0653
CHICAGO	6,166.3	6,187.9	.4	2,313.7	2.5	124,197,556	43.2	38,414	53,679	52,960,956	41.1	16,631	22,890	2.7245	2.6737
Cook	5,262.9	5,216.9	–.9	1,959.7	1.2	99,850,456	40.7	36,659	50,952	42,914,969	39.5	15,893	21,899	2.2482	2.1734
Du Page	738.2	793.7	7.5	291.1	10.1	20,771,926	55.0	50,708	71,357	9,075,873	49.3	23,003	31,178	.4091	.4313
McHenry	165.2	177.3	7.3	62.9	9.8	3,575,174	52.1	41,010	56,839	970,114	39.3	12,153	15,423	.0672	.0690
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*8,131.7*	*8,204.0*	*.9*	*3,013.7*	*3.0*	*161,044,560*	*43.0*	*38,507*	*53,437*	*68,062,365*	*40.7*	*16,538*	*22,584*	*3.5412*	*3.4727*
DAVENPORT - ROCK ISLAND - MOLINE	386.0	386.3	.1	149.8	2.5	7,219,228	41.9	34,787	48,192	3,038,108	35.0	15,395	20,281	.1628	.1570
Henry	56.0	54.6	–2.5	20.7	.0	998,453	39.2	34,656	48,234	266,205	29.7	9,915	12,860	.0208	.0196
Rock Island	164.0	163.6	–.2	64.2	2.1	3,147,884	40.7	35,559	49,032	1,463,375	39.7	16,655	22,794	.0723	.0700
Scott, Iowa	*166.0*	*168.1*	*1.3*	*64.9*	*3.7*	*3,072,891*	*44.1*	*34,054*	*47,348*	*1,308,528*	*31.1*	*15,942*	*20,162*	*.0697*	*.0674*
DECATUR	128.0	128.2	.2	50.0	2.2	2,455,999	42.6	35,229	49,120	1,133,345	41.1	16,425	22,667	.0557	.0546
Macon	128.0	128.2	.2	50.0	2.2	2,455,999	42.6	35,229	49,120	1,133,345	41.1	16,425	22,667	.0557	.0546
JOLIET	381.1	396.1	3.9	132.4	5.8	6,639,115	39.8	37,924	50,144	2,241,566	39.4	12,841	16,930	.1436	.1396
Grundy	33.2	34.9	5.1	13.1	7.4	702,919	50.2	38,366	53,658	202,235	36.8	12,116	15,438	.0135	.0137
Will	347.9	361.2	3.8	119.3	5.6	5,936,196	38.7	37,876	49,759	2,039,331	39.7	12,920	17,094	.1301	.1259
KANKAKEE	102.9	101.7	–1.2	37.4	1.4	1,472,907	31.5	30,352	39,383	614,555	25.9	13,226	16,432	.0371	.0337
Kankakee	102.9	101.7	–1.2	37.4	1.4	1,472,907	31.5	30,352	39,383	614,555	25.9	13,226	16,432	.0371	.0337
LAKE COUNTY	478.2	501.7	4.9	170.1	7.7	11,672,917	50.1	49,216	68,624	4,601,473	48.6	19,602	27,052	.2327	.2397
Lake	478.2	501.7	4.9	170.1	7.7	11,672,917	50.1	49,216	68,624	4,601,473	48.6	19,602	27,052	.2327	.2397
PEORIA	362.6	363.0	.1	138.4	2.4	7,011,237	40.6	36,886	50,659	2,552,435	32.6	14,239	18,442	.1527	.1460
Peoria	196.4	198.4	1.0	77.1	3.2	4,035,999	44.3	37,441	52,348	1,574,620	35.7	15,537	20,423	.0867	.0846
Tazewell	131.5[†]	129.4	–1.6	48.8	.6	2,416,407	36.3	36,543	49,517	837,510	28.5	13,439	17,162	.0538	.0501
Woodford	34.7	35.2	1.4	12.5	4.2	558,831	33.8	34,813	44,706	140,305	24.5	9,392	11,224	.0122	.0113
ROCKFORD	284.0	284.3	.1	108.2	2.4	4,969,113	36.9	34,346	45,925	2,342,243	38.4	16,008	21,647	.1187	.1131
Boone	30.2	31.2	3.3	11.3	4.6	449,141	29.8	32,038	39,747	176,309	36.5	11,959	15,603	.0110	.0102
Winnebago	253.8	253.1	–.3	96.9	2.1	4,519,972	37.6	34,608	46,646	2,165,934	38.6	16,469	22,352	.1077	.1029
SPRINGFIELD	195.9	199.9	2.0	82.6	4.6	3,301,498	34.1	31,168	39,970	1,598,890	33.1	15,201	19,357	.0818	.0765
Menard	12.5	13.0	4.0	5.2	10.6	161,619	29.8	26,489	31,081	30,988	24.3	5,304	5,959	.0036	.0033
Sangamon	183.4	186.9	1.9	77.4	4.2	3,139,879	34.3	31,464	40,567	1,567,902	33.3	15,828	20,257	.0782	.0732
TOTAL METRO COUNTIES	9,559.9	9,646.3	.9	3,583.6	3.1	186,416,847	42.4	37,656	52,019	78,904,414	40.1	16,199	22,018	4.1260	4.0334
TOTAL STATE	11,663.2	11,748.6	.7	4,402.4	2.9	216,397,667	40.9	35,906	49,154	91,668,519	38.7	15,449	20,822	4.8778	4.7262
INDIANA															
ANDERSON	132.0	128.7	–2.5	48.7	–.2	2,203,844	44.2	31,312	45,253	1,116,091	40.2	16,311	22,918	.0527	.0514
Madison	132.0	128.7	–2.5	48.7	–.2	2,203,844	44.2	31,312	45,253	1,116,091	40.2	16,311	22,918	.0527	.0514
BLOOMINGTON	101.2	101.9	.7	37.4	3.3	1,581,729	49.6	29,202	42,292	810,136	45.1	15,418	21,661	.0374	.0378
Monroe	101.2	101.9	.7	37.4	3.3	1,581,729	49.6	29,202	42,292	810,136	45.1	15,418	21,661	.0374	.0378
ELKHART - GOSHEN	146.8	152.9	4.2	56.3	6.2	2,521,860	51.9	31,330	44,793	1,578,373	48.4	20,062	28,035	.0615	.0635
Elkhart	146.8	152.9	4.2	56.3	6.2	2,521,860	51.9	31,330	44,793	1,578,373	48.4	20,062	28,035	.0615	.0635
EVANSVILLE	284.6	288.5	1.4	112.0	3.6	5,058,848	48.4	31,544	45,168	2,769,375	44.6	17,717	24,727	.1195	.1204
Posey	27.3	27.7	1.5	9.8	3.2	455,206	49.7	32,011	46,450	122,802	45.2	8,900	12,531	.0091	.0091
Vanderburgh	167.1	165.6	–.9	67.1	1.4	3,150,260	48.6	32,028	46,949	2,013,068	43.4	21,200	30,001	.0779	.0780
Warrick	47.1	50.9	8.1	18.0	11.1	690,351	40.1	30,411	38,353	209,114	46.1	8,836	11,617	.0150	.0149
Henderson, Ky.	*43.1*	*44.3*	*2.8*	*17.1*	*5.6*	*763,031*	*54.8*	*30,427*	*44,622*	*424,391*	*49.4*	*17,533*	*24,818*	*.0175*	*.0184*
FORT WAYNE	357.0	355.2	–.5	130.1	1.1	6,079,742	44.5	32,703	46,731	3,118,685	41.3	17,148	23,971	.1446	.1422
Allen	296.3	294.3	–.7	108.7	1.1	5,205,063	45.3	33,324	47,885	2,747,044	41.7	18,039	25,272	.1239	.1221
De Kalb	33.9	33.8	–.3	11.8	.0	497,495	40.2	30,078	42,161	187,336	38.4	11,474	15,876	.0114	.0110
Whitley	26.8	27.1	1.1	9.6	2.1	377,184	38.9	28,898	39,290	184,305	39.2	14,085	19,198	.0093	.0091
GARY - HAMMOND	634.0	625.1	–1.4	219.0	.5	8,965,407	29.1	31,868	40,938	4,991,043	32.5	17,284	22,790	.2450	.2238
Lake	507.1	494.5	–2.5	174.2	–.5	6,775,300	25.9	30,742	38,894	4,226,468	31.0	18,427	24,262	.1975	.1773
Porter	126.9	130.6	2.9	44.8	4.7	2,190,107	40.3	36,472	48,886	764,575	41.7	12,608	17,066	.0475	.0465
INDIANAPOLIS	1,219.6	1,247.2	2.3	471.1	4.5	23,000,124	49.9	34,011	48,822	12,437,205	46.1	18,881	26,400	.5303	.5408
Boone	38.9	40.4	3.9	14.8	6.5	672,305	45.5	33,231	45,426	282,920	44.9	14,044	19,116	.0150	.0151
Hamilton	97.0	108.2	11.5	37.4	13.7	2,075,902	57.3	40,125	55,505	666,656	56.3	12,967	17,825	.0387	.0420
Hancock	47.1	49.0	4.0	17.0	6.3	813,535	48.2	34,310	47,855	357,305	46.7	15,227	21,018	.0180	.0184
Hendricks	76.1	79.5	4.5	26.5	6.0	1,162,616	38.0	33,697	43,872	371,552	41.5	10,505	14,021	.0257	.0250
Johnson	84.0	88.4	5.2	31.1	8.4	1,560,271	55.4	34,978	50,169	773,103	51.7	17,760	24,859	.0341	.0360
Marion	780.9	784.0	.4	309.7	2.8	15,354,904	50.8	33,791	49,580	9,385,514	45.5	21,404	30,305	.3661	.3724
Morgan	55.8	58.2	4.3	20.4	7.4	818,653	42.7	30,191	40,130	380,258	44.7	13,827	18,640	.0195	.0194
Shelby	39.8	39.5	–.8	14.2	.7	541,938	34.3	28,629	38,165	219,897	34.5	11,598	15,486	.0132	.0125

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
INDIANA (cont.)															
KOKOMO	**103.3**	**102.3**	**–1.0**	**39.0**	**1.6**	**1,969,867**	**47.8**	**34,712**	**50,509**	**1,048,943**	**43.5**	**19,033**	**26,896**	**.0458**	**.0456**
Howard	86.8	86.2	–.7	32.8	1.9	1,710,570	49.7	35,477	52,152	944,642	44.4	20,322	28,800	.0397	.0399
Tipton	16.5	16.1	–2.4	6.2	.0	259,297	36.0	30,742	41,822	104,301	36.3	12,339	16,823	.0061	.0057
LAFAYETTE - WEST LAFAYETTE	**123.0**	**122.9**	**–.1**	**43.9**	**2.3**	**2,073,567**	**48.0**	**32,658**	**47,234**	**1,079,614**	**43.0**	**17,602**	**24,593**	**.0490**	**.0490**
Tippecanoe	123.0	122.9	–.1	43.9	2.3	2,073,567	48.0	32,658	47,234	1,079,614	43.0	17,602	24,593	.0490	.0490
MUNCIE	**123.5**	**120.4**	**–2.5**	**43.9**	**–.5**	**1,942,931**	**44.1**	**30,567**	**44,258**	**1,211,291**	**40.0**	**19,620**	**27,592**	**.0504**	**.0492**
Delaware	123.5	120.4	–2.5	43.9	–.5	1,942,931	44.1	30,567	44,258	1,211,291	40.0	19,620	27,592	.0504	.0492
SOUTH BEND - MISHAWAKA	**241.2**	**238.8**	**–1.0**	**90.4**	**1.2**	**4,018,025**	**44.2**	**31,205**	**44,447**	**2,257,789**	**41.2**	**17,906**	**24,976**	**.0992**	**.0973**
St. Joseph	241.2	238.8	–1.0	90.4	1.2	4,018,025	44.2	31,205	44,447	2,257,789	41.2	17,906	24,976	.0992	.0973
TERRE HAUTE	**133.0**	**130.2**	**–2.1**	**48.7**	**–.8**	**2,033,972**	**43.4**	**28,889**	**41,765**	**1,494,039**	**39.2**	**21,854**	**30,678**	**.0564**	**.0550**
Clay	25.0	24.9	–.4	9.4	.0	375,298	45.6	27,424	39,925	170,694	41.0	12,876	18,159	.0088	.0087
Vigo	108.0	105.3	–2.5	39.3	–1.0	1,658,674	42.9	29,236	42,205	1,323,345	39.0	23,979	33,673	.0476	.0463
TOTAL METRO COUNTIES	**3,778.1**	**3,797.2**	**.5**	**1,404.9**	**2.6**	**63,981,339**	**44.7**	**32,271**	**45,542**	**35,098,683**	**42.2**	**18,026**	**24,983**	**1.5536**	**1.5364**
TOTAL STATE	**5,571.9**	**5,595.6**	**.4**	**2,060.3**	**2.4**	**89,780,218**	**44.0**	**30,985**	**43,576**	**46,904,654**	**41.4**	**16,481**	**22,766**	**2.1778**	**2.1438**
IOWA															
CEDAR RAPIDS	**172.0**	**171.5**	**–.3**	**68.4**	**2.1**	**3,223,259**	**44.0**	**33,399**	**47,124**	**1,417,059**	**35.9**	**15,565**	**20,717**	**.0729**	**.0708**
Linn	172.0	171.5	–.3	68.4	2.1	3,223,259	44.0	33,399	47,124	1,417,059	35.9	15,565	20,717	.0729	.0708
DAVENPORT - ROCK ISLAND - MOLINE	**386.0**	**386.3**	**.1**	**149.8**	**2.5**	**7,219,228**	**41.9**	**34,787**	**48,192**	**3,038,108**	**35.0**	**15,395**	**20,281**	**.1628**	**.1570**
Scott	166.0	168.1	1.3	64.9	3.7	3,072,891	44.1	34,054	47,348	1,308,528	31.1	15,942	20,162	.0697	.0674
Henry, Ill.	*56.0*	*54.6*	*–2.5*	*20.7*	*.0*	*998,453*	*39.2*	*34,656*	*48,234*	*266,205*	*29.7*	*9,915*	*12,860*	*.0208*	*.0196*
Rock Island, Ill.	*164.0*	*163.6*	*–.2*	*64.2*	*2.1*	*3,147,884*	*40.7*	*35,559*	*49,032*	*1,463,375*	*39.7*	*16,655*	*22,794*	*.0723*	*.0700*
DES MOINES	**386.0**	**396.7**	**2.8**	**161.4**	**5.2**	**7,879,469**	**52.9**	**33,588**	**48,820**	**3,698,131**	**42.9**	**16,872**	**22,913**	**.1708**	**.1748**
Dallas	30.9	31.6	2.3	12.5	4.2	438,852	31.4	27,830	35,108	151,792	24.2	10,188	12,143	.0106	.0098
Polk	317.4	325.7	2.6	134.7	5.1	6,773,243	54.5	34,199	50,284	3,416,421	44.2	18,481	25,363	.1479	.1524
Warren	37.7	39.4	4.5	14.2	7.6	667,374	53.7	32,891	46,998	129,918	34.4	7,326	9,149	.0123	.0126
DUBUQUE	**91.6**	**89.3**	**–2.5**	**31.2**	**.0**	**1,245,363**	**31.1**	**30,457**	**39,915**	**663,350**	**27.8**	**16,639**	**21,261**	**.0340**	**.0308**
Dubuque	91.6	89.3	–2.5	31.2	.0	1,245,363	31.1	30,457	39,915	663,350	27.8	16,639	21,261	.0340	.0308
IOWA CITY	**86.9**	**88.2**	**1.5**	**34.7**	**3.9**	**1,769,933**	**58.1**	**33,517**	**51,007**	**604,680**	**38.4**	**13,077**	**17,426**	**.0347**	**.0360**
Johnson	86.9	88.2	1.5	34.7	3.9	1,769,933	58.1	33,517	51,007	604,680	38.4	13,077	17,426	.0347	.0360
SIOUX CITY	**117.7**	**116.6**	**–.9**	**45.3**	**1.1**	**1,753,444**	**38.4**	**28,280**	**38,707**	**949,698**	**31.9**	**16,066**	**20,965**	**.0455**	**.0428**
Woodbury	99.5	97.5	–2.0	38.2	.0	1,505,351	38.8	28,389	39,407	869,979	32.3	17,212	22,774	.0397	.0373
Dakota, Neb.	*18.2*	*19.1*	*4.9*	*7.1*	*7.6*	*248,093*	*36.0*	*27,644*	*34,943*	*79,719*	*28.0*	*9,434*	*11,228*	*.0058*	*.0055*
WATERLOO - CEDAR FALLS	**154.8**	**151.1**	**–2.4**	**56.7**	**–.4**	**2,778,652**	**44.5**	**33,803**	**49,006**	**1,102,729**	**31.8**	**14,703**	**19,448**	**.0621**	**.0596**
Black Hawk	130.1	126.9	–2.5	47.8	–.4	2,374,004	44.6	34,205	49,665	994,056	32.1	15,672	20,796	.0536	.0515
Bremer	24.7	24.2	–2.0	8.9	.0	404,648	43.7	31,635	45,466	108,673	28.9	9,474	12,210	.0085	.0081
TOTAL METRO COUNTIES	**1,244.5**	**1,249.8**	**.4**	**489.3**	**2.8**	**22,944,997**	**47.2**	**32,771**	**46,894**	**10,558,495**	**37.1**	**16,186**	**21,579**	**.5203**	**.5132**
TOTAL STATE	**2,909.5**	**2,889.6**	**–.7**	**1,130.2**	**1.6**	**46,416,401**	**41.8**	**29,410**	**41,069**	**21,650,706**	**35.1**	**14,401**	**19,157**	**1.1137**	**1.0711**
KANSAS															
KANSAS CITY	**1,525.0**	**1,581.3**	**3.7**	**603.2**	**5.1**	**30,237,447**	**44.8**	**36,363**	**50,128**	**15,878,903**	**44.2**	**19,178**	**26,324**	**.6990**	**.6991**
Johnson	317.1	351.3	10.8	135.5	13.5	8,998,951	56.3	48,217	66,413	4,139,985	55.7	22,273	30,553	.1766	.1903
Leavenworth	59.6	62.1	4.2	19.9	5.9	964,181	43.9	35,652	48,451	317,316	44.2	11,701	15,946	.0205	.0205
Miami	23.1	24.1	4.3	8.9	6.0	347,731	35.2	30,621	39,071	129,172	40.1	10,979	14,514	.0081	.0077
Wyandotte	174.1	172.9	–.7	64.9	.0	2,839,580	39.0	31,482	43,753	1,142,089	37.8	12,772	17,598	.0655	.0628
Cass, Mo.	*57.0*	*61.2*	*7.4*	*21.0*	*7.7*	*888,664*	*42.5*	*31,986*	*42,317*	*340,036*	*44.9*	*12,038*	*16,192*	*.0198*	*.0198*
Clay, Mo.	*147.9*	*154.6*	*4.5*	*58.9*	*6.7*	*2,951,765*	*45.9*	*36,653*	*50,115*	*1,906,130*	*45.8*	*23,677*	*32,362*	*.0726*	*.0733*
Jackson, Mo.	*639.1*	*641.2*	*.3*	*252.9*	*1.4*	*11,752,696*	*40.5*	*33,534*	*46,472*	*7,405,402*	*39.5*	*21,282*	*29,282*	*.3008*	*.2915*
Lafayette, Mo.	*31.4*	*32.5*	*3.5*	*12.0*	*4.3*	*444,248*	*38.6*	*27,882*	*37,021*	*160,694*	*40.6*	*9,938*	*13,391*	*.0102*	*.0098*
Platte, Mo.	*52.5*	*56.9*	*8.4*	*20.6*	*9.6*	*774,192*	*29.3*	*31,858*	*37,582*	*242,675*	*39.7*	*9,241*	*11,780*	*.0180*	*.0169*
Ray, Mo.	*23.2*	*24.5*	*5.6*	*8.6*	*6.2*	*275,439*	*28.0*	*26,568*	*32,028*	*95,404*	*36.7*	*8,617*	*11,093*	*.0069*	*.0065*
LAWRENCE	**72.7**	**74.9**	**3.0**	**26.8**	**3.9**	**1,261,791**	**45.2**	**33,682**	**47,082**	**562,770**	**43.5**	**15,197**	**20,999**	**.0285**	**.0285**
Douglas	72.7	74.9	3.0	26.8	3.9	1,261,791	45.2	33,682	47,082	562,770	43.5	15,197	20,999	.0285	.0285
TOPEKA	**160.7**	**162.9**	**1.4**	**65.6**	**4.0**	**3,436,908**	**45.5**	**37,443**	**52,392**	**1,539,459**	**43.7**	**16,975**	**23,467**	**.0747**	**.0743**
Shawnee	160.7	162.9	1.4	65.6	4.0	3,436,908	45.5	37,443	52,392	1,539,459	43.7	16,975	23,467	.0747	.0743
WICHITA	**469.6**	**484.6**	**3.2**	**189.5**	**5.3**	**10,124,180**	**46.6**	**38,359**	**53,426**	**4,058,893**	**38.4**	**16,291**	**21,419**	**.2141**	**.2128**
Butler	48.0	50.0	4.2	18.5	5.7	724,626	32.5	31,262	39,169	272,700	35.8	11,471	14,741	.0173	.0162
Harvey	31.7	32.2	1.6	12.0	4.3	507,679	38.7	31,819	42,307	195,248	33.5	12,718	16,271	.0118	.0113
Sedgwick	389.9	402.4	3.2	159.0	5.3	8,891,875	48.4	39,680	55,924	3,590,945	38.9	17,121	22,585	.1850	.1853
TOTAL METRO COUNTIES	**1,276.9**	**1,332.8**	**4.4**	**511.1**	**6.4**	**27,973,322**	**48.3**	**39,268**	**54,732**	**11,889,684**	**45.1**	**17,061**	**23,263**	**.5880**	**.5969**
TOTAL STATE	**2,483.9**	**2,552.6**	**2.8**	**980.9**	**4.4**	**45,883,502**	**43.3**	**34,057**	**46,777**	**20,972,644**	**41.7**	**15,750**	**21,381**	**1.0420**	**1.0289**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**158.9**	**162.4**	**2.2**	**54.5**	**4.8**	**2,218,518**	**50.8**	**28,298**	**40,707**	**1,131,961**	**46.6**	**14,848**	**20,770**	**.0533**	**.0546**
Christian	67.5	66.3	–1.8	20.6	.5	906,714	48.8	29,718	44,015	420,897	42.3	14,431	20,432	.0217	.0217
Montgomery, Tenn.	*91.4*	*96.1*	*5.1*	*33.9*	*7.6*	*1,311,804*	*52.1*	*27,374*	*38,696*	*711,064*	*49.3*	*15,120*	*20,975*	*.0316*	*.0329*
HUNTINGTON - ASHLAND	**338.1**	**336.0**	**–.6**	**127.4**	**1.8**	**4,432,324**	**40.3**	**25,239**	**34,791**	**2,603,246**	**41.2**	**14,731**	**20,434**	**.1180**	**.1147**
Boyd	54.9	54.0	–1.6	20.6	.5	699,477	29.4	26,375	33,955	461,596	30.6	17,240	22,408	.0206	.0188
Carter	26.4	27.0	2.3	9.4	5.6	275,730	47.2	21,052	29,333	114,368	30.6	9,839	12,167	.0070	.0069

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop (Thous.)	12/31/91 Total Pop (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
KENTUCKY (Huntington – Ashland, cont.)															
Greenup	40.0	40.2	.5	14.0	3.7	418,698	25.1	24,799	29,907	104,701	23.9	6,259	7,479	.0107	.0095
Lawrence, Ohio	*64.3*	*64.2*	*–.2*	*23.9*	*2.1*	*968,160*	*46.8*	*28,176*	*40,509*	*221,171*	*28.0*	*7,384*	*9,254*	*.0198*	*.0194*
Cabell, W. Va.	*105.7*	*103.8*	*–1.8*	*42.3*	*.5*	*1,427,890*	*39.5*	*24,309*	*33,756*	*1,496,172*	*48.6*	*23,912*	*35,370*	*.0463*	*.0460*
Wayne, W. Va.	*46.8*	*46.8*	*.0*	*17.2*	*2.4*	*642,369*	*55.0*	*24,664*	*37,347*	*205,235*	*47.3*	*8,293*	*11,932*	*.0136*	*.0141*
LEXINGTON-FAYETTE	**333.4**	**343.1**	**2.9**	**132.2**	**5.6**	**6,093,877**	**55.9**	**31,229**	**46,096**	**3,241,703**	**46.8**	**17,642**	**24,521**	**.1382**	**.1436**
Bourbon	18.8	18.3	–2.7	7.0	.0	202,187	28.1	22,546	28,884	101,894	32.5	10,990	14,556	.0057	.0053
Clark	29.7	30.4	2.4	11.3	4.6	516,938	56.0	30,691	45,747	203,208	39.9	13,449	17,983	.0111	.0112
Fayette	213.0	218.5	2.6	87.2	5.2	4,128,535	55.6	31,999	47,346	2,528,999	47.0	20,748	29,002	.0968	.1009
Jessamine	29.9	32.6	9.0	11.2	12.0	539,275	69.3	31,847	48,150	196,449	61.0	12,200	17,540	.0104	.0116
Scott	23.2	23.9	3.0	8.5	6.3	343,016	53.0	28,023	40,355	84,942	35.4	7,844	9,993	.0070	.0071
Woodford	18.8	19.4	3.2	7.0	7.7	363,926	61.6	34,640	51,989	126,211	54.2	12,588	18,030	.0070	.0075
LOUISVILLE	**970.5**	**970.8**	**.0**	**364.2**	**2.0**	**16,401,903**	**48.6**	**30,919**	**45,035**	**8,338,941**	**42.6**	**16,380**	**22,897**	**.3837**	**.3844**
Bullitt	48.8	52.5	7.6	16.5	10.0	695,965	56.7	29,615	42,180	154,716	53.4	6,723	9,377	.0134	.0145
Jefferson	679.3	668.1	–1.6	259.7	.6	12,017,947	48.3	31,394	46,276	6,559,592	42.8	17,798	25,258	.2850	.2846
Oldham	33.2	36.8	10.8	11.3	14.1	647,284	68.4	38,828	57,282	118,594	45.2	8,253	10,495	.0108	.0121
Shelby	24.9	25.9	4.0	9.1	5.8	356,517	47.3	28,135	39,178	117,774	31.3	10,428	12,942	.0079	.0077
Clark, Ind.	*91.2*	*91.8*	*.7*	*33.8*	*3.0*	*1,262,187*	*39.5*	*27,584*	*37,343*	*879,773*	*40.2*	*19,137*	*26,029*	*.0355*	*.0343*
Floyd, Ind.	*63.2*	*64.2*	*1.6*	*23.1*	*2.2*	*982,868*	*45.5*	*29,900*	*42,548*	*377,955*	*42.0*	*11,777*	*16,362*	*.0219*	*.0219*
Harrison, Ind.	*29.9*	*31.5*	*5.4*	*10.7*	*5.9*	*439,135*	*52.9*	*28,434*	*41,041*	*130,537*	*45.9*	*8,856*	*12,200*	*.0092*	*.0093*
OWENSBORO	**88.0**	**88.6**	**.7**	**33.5**	**3.1**	**1,276,128**	**41.9**	**27,662**	**38,093**	**854,224**	**41.4**	**18,591**	**25,499**	**.0346**	**.0338**
Daviess	88.0	88.6	.7	33.5	3.1	1,276,128	41.9	27,662	38,093	854,224	41.4	18,591	25,499	.0346	.0338
TOTAL METRO COUNTIES	**1,712.1**	**1,721.0**	**.5**	**643.8**	**2.9**	**28,659,032**	**49.5**	**30,637**	**44,515**	**14,858,569**	**44.1**	**16,480**	**23,079**	**.6715**	**.6778**
TOTAL STATE	**3,777.6**	**3,830.6**	**1.4**	**1,401.4**	**3.5**	**54,885,316**	**49.1**	**27,189**	**39,165**	**26,719,882**	**42.2**	**13,887**	**19,067**	**1.3097**	**1.3149**
LOUISIANA															
ALEXANDRIA	**143.2**	**147.8**	**3.2**	**53.0**	**6.0**	**1,934,869**	**48.6**	**26,044**	**36,507**	**943,962**	**32.3**	**14,273**	**17,811**	**.0481**	**.0473**
Rapides	143.2	147.8	3.2	53.0	6.0	1,934,869	48.6	26,044	36,507	943,962	32.3	14,273	17,811	.0481	.0473
BATON ROUGE	**557.1**	**597.7**	**7.3**	**211.3**	**9.8**	**9,207,944**	**54.2**	**31,027**	**43,573**	**4,628,406**	**42.8**	**16,844**	**21,904**	**.2118**	**.2193**
Ascension	60.5	67.8	12.1	22.4	14.9	876,815	55.8	28,917	39,233	335,473	39.4	12,341	14,976	.0193	.0204
East Baton Rouge	401.4	421.7	5.1	153.1	7.7	6,781,462	51.3	31,528	44,294	3,948,960	42.8	19,448	25,793	.1644	.1675
Livingston	73.9	85.5	15.7	28.7	19.1	1,225,379	71.1	29,709	42,696	261,080	49.2	7,260	9,097	.0217	.0247
West Baton Rouge	21.3	22.7	6.6	7.1	7.6	322,288	56.0	31,301	45,393	82,893	39.0	9,036	11,675	.0064	.0067
HOUMA - THIBODAUX	**190.8**	**198.0**	**3.8**	**66.4**	**6.4**	**2,985,893**	**51.4**	**31,606**	**44,968**	**1,430,823**	**32.9**	**17,250**	**21,549**	**.0706**	**.0704**
Lafourche	88.9	92.6	4.2	31.0	6.9	1,348,165	51.6	30,655	43,489	507,973	33.0	13,173	16,386	.0299	.0301
Terrebonne	101.9	105.4	3.4	35.4	6.0	1,637,728	51.2	32,431	46,264	922,850	32.9	20,789	26,069	.0407	.0403
LAFAYETTE	**218.7**	**237.4**	**8.6**	**85.1**	**11.4**	**3,780,347**	**56.3**	**31,663**	**44,422**	**2,247,295**	**39.6**	**21,072**	**26,408**	**.0914**	**.0943**
Lafayette	172.2	186.6	8.4	68.6	11.2	3,151,731	55.4	32,865	45,944	2,085,412	39.5	24,222	30,400	.0786	.0807
St. Martin	46.5	50.8	9.2	16.5	12.2	628,616	60.7	26,619	38,098	161,883	40.3	7,848	9,811	.0128	.0136
LAKE CHARLES	**176.8**	**180.3**	**2.0**	**64.5**	**4.0**	**2,630,008**	**42.3**	**29,815**	**40,775**	**1,374,745**	**31.0**	**16,930**	**21,314**	**.0668**	**.0639**
Calcasieu	176.8	180.3	2.0	64.5	4.0	2,630,008	42.3	29,815	40,775	1,374,745	31.0	16,930	21,314	.0668	.0639
MONROE	**145.8**	**149.0**	**2.2**	**53.8**	**4.7**	**1,940,971**	**45.2**	**26,005**	**36,078**	**1,104,697**	**35.2**	**15,897**	**20,533**	**.0510**	**.0498**
Ouachita	145.8	149.0	2.2	53.8	4.7	1,940,971	45.2	26,005	36,078	1,104,697	35.2	15,897	20,533	.0510	.0498
NEW ORLEANS	**1,347.5**	**1,402.8**	**4.1**	**525.1**	**6.3**	**21,780,801**	**50.6**	**29,286**	**41,479**	**11,929,106**	**43.7**	**16,814**	**22,718**	**.5222**	**.5317**
Jefferson	478.1	489.5	2.4	182.4	4.8	8,464,254	48.6	32,708	46,405	5,354,254	43.1	21,493	29,354	.2107	.2125
Orleans	565.0	569.2	.7	224.2	3.1	8,010,931	45.8	25,276	35,731	4,850,432	43.3	15,570	21,634	.2075	.2063
St. Bernard	69.4	72.7	4.8	25.4	7.6	987,116	45.5	28,751	38,863	463,446	44.1	13,624	18,246	.0237	.0237
St. Charles	43.4	47.6	9.7	16.0	11.9	635,456	45.8	30,476	39,716	122,330	32.8	6,440	7,646	.0127	.0128
St. John the Baptist	42.0	48.9	16.4	15.4	18.5	725,249	69.4	32,938	47,094	214,738	48.0	11,161	13,944	.0137	.0154
St. Tammany	149.6	174.9	16.9	61.7	20.0	2,957,795	71.0	33,650	47,938	923,906	49.7	12,010	14,974	.0539	.0610
SHREVEPORT	**368.9**	**392.5**	**6.4**	**148.2**	**9.1**	**6,089,810**	**53.3**	**29,236**	**41,092**	**2,953,361**	**37.9**	**15,760**	**19,928**	**.1404**	**.1432**
Bossier	91.6	98.5	7.5	35.4	10.6	1,207,340	43.3	26,336	34,106	673,248	40.4	14,987	19,018	.0313	.0311
Caddo	277.3	294.0	6.0	112.8	8.6	4,882,470	56.0	30,129	43,284	2,280,113	37.2	15,998	20,214	.1091	.1121
TOTAL METRO COUNTIES	**3,148.8**	**3,305.5**	**5.0**	**1,207.4**	**7.4**	**50,350,643**	**51.3**	**29,603**	**41,702**	**26,612,395**	**40.4**	**16,857**	**22,041**	**1.2023**	**1.2199**
TOTAL STATE	**4,547.0**	**4,745.0**	**4.4**	**1,701.1**	**6.7**	**67,073,476**	**50.0**	**28,341**	**39,429**	**33,902,482**	**38.8**	**15,321**	**19,930**	**1.6200**	**1.6298**
MAINE															
BANGOR	**138.4**	**138.7**	**.2**	**49.8**	**2.7**	**2,009,931**	**42.1**	**29,169**	**40,360**	**1,403,501**	**41.2**	**20,499**	**28,183**	**.0553**	**.0541**
Penobscot	138.4	138.7	.2	49.8	2.7	2,009,931	42.1	29,169	40,360	1,403,501	41.2	20,499	28,183	.0553	.0541
LEWISTON - AUBURN	**100.9**	**100.9**	**.0**	**38.3**	**2.4**	**1,473,370**	**41.6**	**27,818**	**38,469**	**914,217**	**40.8**	**17,367**	**23,870**	**.0389**	**.0380**
Androscoggin	100.9	100.9	.0	38.3	2.4	1,473,370	41.6	27,818	38,469	914,217	40.8	17,367	23,870	.0389	.0380
PORTLAND	**228.6**	**236.8**	**3.6**	**93.3**	**6.3**	**4,340,164**	**49.1**	**33,147**	**46,511**	**3,642,542**	**47.1**	**28,199**	**39,041**	**.1180**	**.1205**
Cumberland	228.6	236.8	3.6	93.3	6.3	4,340,164	49.1	33,147	46,511	3,642,542	47.1	28,199	39,041	.1180	.1205
TOTAL METRO COUNTIES	**467.9**	**476.4**	**1.8**	**181.4**	**4.4**	**7,823,465**	**45.8**	**30,889**	**43,121**	**5,960,260**	**44.7**	**23,717**	**32,857**	**.2122**	**.2126**
TOTAL STATE	**1,182.4**	**1,219.0**	**3.1**	**462.3**	**5.8**	**18,591,734**	**47.0**	**28,955**	**40,216**	**11,712,973**	**45.5**	**18,425**	**25,336**	**.4730**	**.4772**
MARYLAND															
BALTIMORE	**2,306.1**	**2,374.7**	**3.0**	**880.6**	**5.3**	**40,508,110**	**40.1**	**34,570**	**46,001**	**20,041,478**	**40.5**	**17,050**	**22,759**	**.9644**	**.9397**
Anne Arundel	418.4	446.6	6.7	154.9	9.6	8,125,036	44.8	39,705	52,453	3,688,104	45.5	17,937	23,810	.1800	.1614
Baltimore	670.1	676.8	1.0	264.9	3.4	13,094,154	35.9	37,605	49,431	7,882,976	38.6	22,193	29,758	.3323	.3165
Baltimore city	759.5	740.7	–2.5	281.6	–.2	9,889,353	32.2	26,494	35,118	5,070,591	34.3	13,375	18,006	.2646	.2445

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
MARYLAND (Baltimore, cont.)															
Carroll	115.5	129.9	12.5	44.3	15.4	2,053,484	51.0	35,426	46,354	713,785	43.2	12,983	16,113	.0425	.0441
Harford	160.3	170.3	6.2	58.3	8.8	2,868,945	43.7	37,248	49,210	1,323,342	46.2	16,887	22,699	.0650	.0655
Howard	151.9	176.4	16.1	64.5	19.2	4,013,768	59.1	46,646	62,229	1,200,693	59.6	13,904	18,615	.0701	.0772
Queen Anne's	30.4	34.0	11.8	12.1	14.2	463,370	47.9	29,557	38,295	161,987	47.3	10,372	13,387	.0099	.0105
CUMBERLAND	**104.5**	**102.8**	**–1.6**	**39.4**	**.3**	**1,370,982**	**34.7**	**25,906**	**34,796**	**733,897**	**34.5**	**13,882**	**18,627**	**.0368**	**.0343**
Allegany	76.8	74.9	–2.5	28.9	–.7	1,036,527	31.9	26,996	35,866	644,723	33.9	16,552	22,309	.0293	.0270
Mineral, W. Va.	*27.7*	*27.9*	*.7*	*10.5*	*2.9*	*334,455*	*43.8*	*22,796*	*31,853*	*89,174*	*39.5*	*6,265*	*8,493*	*.0075*	*.0073*
HAGERSTOWN	**114.6**	**113.7**	**–.8**	**41.7**	**1.5**	**1,601,611**	**32.8**	**29,353**	**38,408**	**909,521**	**31.5**	**16,833**	**21,811**	**.0437**	**.0405**
Washington	114.6	113.7	–.8	41.7	1.5	1,601,611	32.8	29,353	38,408	909,521	31.5	16,833	21,811	.0437	.0405
TOTAL METRO COUNTIES	**4,164.5**	**4,326.7**	**3.9**	**1,596.3**	**6.2**	**82,934,117**	**42.5**	**38,736**	**51,954**	**40,276,771**	**42.5**	**18,808**	**25,231**	**1.8927**	**1.8707**
TOTAL STATE	**4,486.3**	**4,665.1**	**4.0**	**1,721.7**	**6.3**	**87,758,607**	**42.4**	**38,044**	**50,972**	**43,072,522**	**42.6**	**18,649**	**25,017**	**2.0160**	**1.9927**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,724.2**	**3,752.9**	**.8**	**1,432.7**	**3.1**	**80,696,405**	**39.9**	**41,506**	**56,325**	**42,842,006**	**40.4**	**21,962**	**29,903**	**1.8931**	**1.8363**
Essex	652.2	663.5	1.7	257.2	4.1	13,708,526	40.8	39,407	53,299	8,100,185	41.5	23,165	31,494	.3331	.3257
Middlesex	1,371.7	1,369.3	–.2	513.2	2.1	31,781,440	39.3	45,415	61,928	15,135,230	39.4	21,606	29,492	.7160	.6900
Norfolk	607.9	606.4	–.2	225.8	2.0	14,107,280	37.8	46,262	62,477	7,899,251	38.6	25,750	34,983	.3375	.3229
Plymouth	431.6	447.6	3.7	157.6	6.3	8,125,374	42.2	38,528	51,537	4,202,559	43.7	19,716	26,666	.1907	.1888
Suffolk	660.8	666.1	.8	278.9	3.2	12,973,785	41.7	33,896	46,518	7,504,781	41.3	19,651	26,909	.3158	.3089
NEW BEDFORD - FALL RIVER - ATTLEBORO	**493.3**	**505.1**	**2.4**	**188.9**	**4.8**	**7,911,252**	**38.9**	**31,614**	**41,881**	**5,320,760**	**41.1**	**20,928**	**28,167**	**.2128**	**.2067**
Bristol	493.3	505.1	2.4	188.9	4.8	7,911,252	38.9	31,614	41,881	5,320,760	41.1	20,928	28,167	.2128	.2067
PITTSFIELD	**142.8**	**140.5**	**–1.6**	**55.3**	**.7**	**2,463,229**	**33.7**	**33,565**	**44,543**	**1,559,210**	**35.7**	**20,931**	**28,195**	**.0660**	**.0617**
Berkshire	142.8	140.5	–1.6	55.3	.7	2,463,229	33.7	33,565	44,543	1,559,210	35.7	20,931	28,195	.0660	.0617
SPRINGFIELD	**589.8**	**592.4**	**.4**	**222.0**	**2.8**	**9,720,746**	**35.5**	**33,206**	**43,787**	**5,802,409**	**37.7**	**19,506**	**26,137**	**.2544**	**.2413**
Hampden	444.9	444.1	–.2	170.7	2.1	7,353,091	34.6	32,666	43,076	4,884,210	37.1	21,306	28,613	.2006	.1893
Hampshire	144.9	148.3	2.3	51.3	5.1	2,367,655	38.4	35,054	46,153	918,199	41.1	13,338	17,899	.0538	.0520
WORCESTER - FITCHBURG - LEOMINSTER	**664.8**	**675.2**	**1.6**	**252.6**	**4.0**	**12,224,004**	**39.2**	**36,160**	**48,393**	**5,920,364**	**40.7**	**17,328**	**23,438**	**.2875**	**.2784**
Worcester	664.8	675.2	1.6	252.6	4.0	12,224,004	39.2	36,160	48,393	5,920,364	40.7	17,328	23,438	.2875	.2784
TOTAL METRO COUNTIES	**5,614.9**	**5,666.1**	**.9**	**2,151.5**	**3.3**	**113,015,636**	**39.3**	**38,957**	**52,529**	**61,444,749**	**40.1**	**21,050**	**28,559**	**2.7138**	**2.6244**
TOTAL STATE	**5,876.0**	**5,952.8**	**1.3**	**2,272.3**	**3.7**	**118,429,196**	**39.7**	**38,691**	**52,119**	**65,288,228**	**40.9**	**21,153**	**28,732**	**2.8460**	**2.7640**
MICHIGAN															
ANN ARBOR	**270.2**	**271.1**	**.3**	**101.1**	**2.5**	**5,193,963**	**42.6**	**36,928**	**51,375**	**2,656,529**	**41.3**	**19,061**	**26,276**	**.1216**	**.1191**
Washtenaw	270.2	271.1	.3	101.1	2.5	5,193,963	42.6	36,928	51,375	2,656,529	41.3	19,061	26,276	.1216	.1191
BATTLE CREEK	**137.4**	**134.0**	**–2.5**	**51.7**	**.0**	**2,438,881**	**45.1**	**32,514**	**47,174**	**1,091,454**	**40.8**	**14,996**	**21,111**	**.0552**	**.0541**
Calhoun	137.4	134.0	–2.5	51.7	.0	2,438,881	45.1	32,514	47,174	1,091,454	40.8	14,996	21,111	.0552	.0541
BENTON HARBOR	**165.7**	**161.6**	**–2.5**	**61.1**	**–.2**	**2,738,716**	**44.6**	**30,938**	**44,824**	**1,171,074**	**39.7**	**13,697**	**19,167**	**.0625**	**.0610**
Berrien	165.7	161.6	–2.5	61.1	–.2	2,738,716	44.6	30,938	44,824	1,171,074	39.7	13,697	19,167	.0625	.0610

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Source: ABC Publisher's Statement 3/31/87 NENA Linage Report 12/31/86
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
MICHIGAN (cont.)															
DETROIT	4,358.7	4,412.7	1.2	1,648.0	3.6	79,935,676	40.9	35,671	48,505	39,835,769	40.4	17,831	24,172	1.8864	1.8365
Lapeer	74.2	76.6	3.2	24.8	6.0	1,147,858	43.3	34,222	46,285	316,981	35.3	10,010	12,781	.0243	.0237
Livingston	110.8	117.7	6.2	38.7	8.7	2,172,096	52.9	39,898	56,127	540,732	43.0	10,620	13,972	.0406	.0421
Macomb	701.5	700.5	–.1	252.7	2.2	10,345,024	24.2	33,684	40,938	6,889,400	32.1	21,098	27,263	.3033	.2726
Monroe	135.2	134.3	–.7	46.1	1.3	3,007,249	53.6	43,035	65,233	803,877	45.9	12,112	17,438	.0552	.0567
Oakland	1,020.4	1,020.2	.0	388.2	2.3	26,214,514	48.9	46,404	57,528	13,412,487	44.2	24,505	34,550	.5682	.5736
St. Clair	142.0	143.4	1.0	51.5	3.0	2,491,952	49.3	33,373	48,387	926,811	45.0	12,788	17,996	.0527	.0532
Wayne	2,174.6	2,220.0	2.1	846.0	4.5	34,556,983	38.5	30,829	40,847	16,945,481	40.7	14,881	20,030	.8421	.8146
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,628.9*	*4,683.8*	*1.2*	*1,749.1*	*3.5*	*85,129,639*	*41.0*	*35,744*	*48,671*	*42,492,298*	*40.5*	*17,903*	*24,294*	*2.0080*	*1.9556*
FLINT	441.0	430.1	–2.5	159.2	–.3	6,084,411	23.7	30,820	38,219	3,874,162	30.1	18,657	24,335	.1792	.1591
Genesee	441.0	430.1	–2.5	159.2	–.3	6,084,411	23.7	30,820	38,219	3,874,162	30.1	18,657	24,335	.1792	.1591
GRAND RAPIDS	643.5	668.5	3.9	246.3	6.3	12,598,634	54.6	35,153	51,152	6,322,398	49.2	18,283	25,670	.2756	.2881
Kent	471.2	486.9	3.3	184.2	5.7	9,044,309	52.8	33,975	49,100	5,075,691	48.6	19,612	27,555	.2073	.2150
Ottawa	172.3	181.6	5.4	62.1	7.8	3,554,325	59.4	38,716	57,236	1,246,707	51.7	14,264	20,076	.0683	.0731
JACKSON	147.5	143.9	–2.4	51.2	–.2	2,578,391	45.7	34,506	50,359	1,075,258	40.9	14,873	21,001	.0572	.0565
Jackson	147.5	143.9	–2.4	51.2	–.2	2,578,391	45.7	34,506	50,359	1,075,258	40.9	14,873	21,001	.0572	.0565
KALAMAZOO	217.8	220.2	1.1	83.6	3.5	4,356,268	50.8	35,744	52,108	2,266,397	46.0	19,210	27,110	.0979	.0999
Kalamazoo	217.8	220.2	1.1	83.6	3.5	4,356,268	50.8	35,744	52,108	2,266,397	46.0	19,210	27,110	.0979	.0999
LANSING - EAST LANSING	429.6	432.2	.6	156.7	3.0	7,771,400	45.7	35,080	49,594	3,969,472	42.5	18,316	25,332	.1814	.1802
Clinton	56.9	56.8	–.2	19.2	2.7	909,833	40.7	34,577	47,387	299,655	40.5	11,406	15,607	.0198	.0193
Eaton	94.9	99.3	4.6	36.5	7.4	1,596,737	40.3	33,484	43,746	832,966	39.9	17,508	22,821	.0389	.0381
Ingham	277.8	276.1	–.6	101.0	1.6	5,264,830	48.3	35,720	52,127	2,836,851	43.5	19,893	28,088	.1227	.1228
MUSKEGON	157.2	155.2	–1.3	57.1	.9	2,491,952	46.3	30,097	43,642	1,091,396	42.0	13,581	19,114	.0572	.0565
Muskegon	157.2	155.2	–1.3	57.1	.9	2,491,952	46.3	30,097	43,642	1,091,396	42.0	13,581	19,114	.0572	.0565
SAGINAW - BAY CITY - MIDLAND	409.4	401.3	–2.0	144.8	.3	6,304,798	35.1	32,341	43,541	3,744,803	35.1	19,214	25,862	.1681	.1576
Bay	114.6	111.8	–2.4	41.2	–.2	1,567,023	29.3	29,343	38,035	822,984	32.9	14,998	19,975	.0423	.0385
Midland	75.1	75.2	.1	27.0	2.3	1,670,464	51.9	41,660	61,869	565,765	45.7	14,709	20,954	.0324	.0333
Saginaw	219.7	214.3	–2.5	76.6	.0	3,067,311	30.2	30,745	40,043	2,356,054	33.5	23,040	20,758	.0934	.0858
TOTAL METRO COUNTIES	7,378.0	7,430.8	.7	2,760.8	3.1	132,493,090	41.9	34,863	47,991	67,098,712	40.6	17,813	24,304	3.1423	3.0686
TOTAL STATE	9,222.9	9,307.7	.9	3,446.8	3.2	158,893,681	42.3	33,447	46,099	78,110,105	40.3	16,680	22,662	3.7626	3.6776
MINNESOTA															
DULUTH	253.9	247.7	–2.4	95.7	–.5	3,953,555	38.1	29,753	41,312	2,053,890	35.5	15,757	21,462	.0998	.0945
St. Louis	211.5	206.3	–2.5	79.3	–.6	3,288,011	37.4	29,994	41,463	1,785,351	36.6	16,383	22,514	.0842	.0797
Douglas, Wisc.	*42.4*	*41.4*	*–2.4*	*16.4*	*.0*	*665,544*	*42.0*	*28,576*	*40,582*	*268,539*	*28.8*	*12,709*	*16,374*	*.0156*	*.0148*
FARGO - MOORHEAD	150.0	157.6	5.1	59.1	7.3	2,663,403	45.2	33,299	45,066	1,444,306	37.5	19,060	24,438	.0644	.0636
Clay	49.3	48.6	–1.4	17.2	.6	674,025	33.4	29,556	39,188	355,328	35.4	15,343	20,659	.0179	.0166
Cass, N. D.	*100.7*	*109.0*	*8.2*	*41.9*	*10.3*	*1,989,378*	*49.6*	*34,983*	*47,479*	*1,088,978*	*38.2*	*20,733*	*25,990*	*.0465*	*.0470*
MINNEAPOLIS - ST. PAUL	2,323.3	2,445.9	5.3	942.0	7.5	51,593,067	51.8	38,799	54,770	24,939,224	48.1	19,223	26,475	1.1032	1.1425
Anoka	222.3	239.5	7.7	80.0	10.3	4,343,087	53.8	38,952	54,289	1,642,591	52.3	14,881	20,532	.0874	.0923
Carver	41.8	45.3	8.4	15.7	11.3	874,970	57.7	39,362	55,731	208,549	54.8	9,552	13,283	.0155	.0166
Chisago	30.2	33.2	9.9	11.0	10.0	442,636	46.9	30,131	40,240	173,300	45.7	11,894	15,755	.0100	.0102
Dakota	231.2	257.5	11.4	91.5	13.9	5,367,332	60.4	41,679	58,659	2,103,765	54.8	16,927	22,992	.1028	.1122
Hennepin	999.8	1,038.4	3.9	434.1	6.4	23,980,285	50.3	39,085	55,241	12,842,256	47.8	21,292	29,584	.5263	.5411
Isanti	26.8	29.0	8.2	9.9	10.0	393,601	49.0	29,358	39,758	94,975	35.0	7,819	9,593	.0082	.0081
Ramsey	474.9	482.2	1.5	192.8	4.0	10,081,322	47.1	36,979	52,289	5,956,265	44.6	22,230	30,893	.2377	.2390
Scott	52.4	58.4	11.5	19.3	14.9	932,216	53.5	36,160	48,301	357,095	55.2	13,692	18,502	.0192	.0204
Washington	129.0	139.5	8.1	46.5	10.7	3,339,293	62.4	48,954	71,813	885,735	56.7	13,455	19,048	.0566	.0621
Wright	67.5	73.0	8.1	23.6	9.3	984,505	46.7	31,061	41,716	384,339	39.9	12,720	16,286	.0223	.0226
St. Croix, Wisc.	*47.4*	*49.9*	*5.3*	*17.6*	*8.6*	*853,820*	*53.7*	*34,299*	*48,513*	*290,354*	*47.4*	*12,157*	*16,497*	*.0172*	*.0179*
ROCHESTER	97.9	101.4	3.6	38.4	5.8	1,997,285	48.8	36,988	52,013	1,213,964	46.6	22,811	31,614	.0474	.0484
Olmsted	97.9	101.4	3.6	38.4	5.8	1,997,285	48.8	36,988	52,013	1,213,964	46.6	22,811	31,614	.0474	.0484
ST. CLOUD	179.1	188.4	5.2	60.9	7.4	2,568,902	48.3	30,546	42,182	2,092,626	44.9	25,465	34,362	.0733	.0742
Benton	27.7	29.0	4.7	10.2	7.4	415,756	50.3	29,109	40,760	123,823	37.3	9,492	12,140	.0088	.0088
Sherburne	36.2	40.5	11.9	12.7	13.4	591,292	57.5	33,526	46,558	183,626	56.2	10,498	14,459	.0117	.0126
Stearns	115.2	118.9	3.2	38.0	5.6	1,561,854	44.6	29,999	41,101	1,785,177	44.4	34,337	46,978	.0528	.0528
TOTAL METRO COUNTIES	2,813.7	2,940.7	4.5	1,120.2	6.7	59,267,470	50.4	37,540	52,908	30,096,139	46.9	19,514	26,867	1.3088	1.3435
TOTAL STATE	4,292.7	4,428.1	3.2	1,670.5	5.3	77,505,772	46.2	33,417	46,397	40,393,453	44.0	17,683	24,180	1.8116	1.8176
MISSISSIPPI															
BILOXI - GULFPORT	202.3	216.6	7.1	79.4	9.7	3,080,668	57.1	27,092	38,799	1,718,956	51.2	15,704	21,649	.0727	.0772
Hancock	31.2	36.1	15.7	13.1	18.0	423,024	59.3	23,918	32,292	175,934	48.0	10,712	13,430	.0095	.0103
Harrison	171.1	180.5	5.5	66.3	8.2	2,657,644	56.7	27,667	40,085	1,543,022	51.6	16,608	23,273	.0632	.0669
JACKSON	403.9	430.0	6.7	156.1	9.2	6,720,731	58.0	29,741	43,054	3,358,316	48.6	15,805	21,514	.1507	.1593
Hinds	268.9	278.2	3.5	103.7	6.0	4,461,193	53.4	29,731	43,020	2,826,594	49.1	19,388	27,257	.1094	.1136
Madison	52.3	60.4	15.5	20.3	18.7	752,573	72.2	25,554	37,073	204,118	49.5	7,982	10,055	.0145	.0164
Rankin	82.7	92.2	11.5	32.1	14.2	1,506,965	65.9	32,325	46,946	327,604	44.0	8,097	10,206	.0268	.0293
PASCAGOULA	128.1	133.2	4.0	46.7	6.9	2,137,981	56.4	31,278	45,781	937,639	51.1	14,198	20,078	.0461	.0485
Jackson	128.1	133.2	4.0	46.7	6.9	2,137,981	56.4	31,278	45,781	937,639	51.1	14,198	20,078	.0461	.0485
TOTAL METRO COUNTIES	797.9	851.3	6.7	306.1	9.3	12,959,142	58.0	29,290	42,336	6,310,812	50.0	15,026	20,617	.2890	.3065
TOTAL STATE	2,668.4	2,747.6	3.0	977.0	5.3	33,684,855	50.3	24,166	34,478	17,595,890	43.9	13,179	18,010	.8438	.8554

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
MISSOURI															
COLUMBIA	**109.1**	**115.9**	**6.2**	**42.2**	**7.4**	**2,066,799**	**50.4**	**34,971**	**48,976**	**827,072**	**45.2**	**14,492**	**19,599**	**.0435**	**.0447**
Boone	109.1	115.9	6.2	42.2	7.4	2,066,799	50.4	34,971	48,976	827,072	45.2	14,492	19,599	.0435	.0447
JOPLIN	**134.7**	**139.1**	**3.3**	**52.1**	**2.8**	**1,881,352**	**41.4**	**26,239**	**36,110**	**1,178,523**	**40.4**	**16,555**	**22,620**	**.0503**	**.0495**
Jasper	90.6	92.5	2.1	35.0	1.2	1,273,589	39.4	26,413	36,388	881,824	38.8	18,365	25,195	.0356	.0345
Newton	44.1	46.6	5.7	17.1	6.2	607,763	46.0	25,863	35,542	296,699	45.5	12,663	17,351	.0147	.0150
KANSAS CITY	**1,525.0**	**1,581.3**	**3.7**	**603.2**	**5.1**	**30,237,447**	**44.8**	**36,363**	**50,128**	**15,878,903**	**44.2**	**19,178**	**26,324**	**.6990**	**.6991**
Cass	57.0	61.2	7.4	21.0	7.7	888,664	42.5	31,986	42,317	340,036	44.9	12,038	16,192	.0198	.0198
Clay	147.9	154.6	4.5	58.9	6.7	2,951,765	45.9	36,653	50,115	1,906,130	45.8	23,677	32,362	.0726	.0733
Jackson	639.1	641.2	.3	252.9	1.4	11,752,696	40.5	33,534	46,472	7,405,402	39.5	21,282	29,282	.3008	.2915
Lafayette	31.4	32.5	3.5	12.0	4.3	444,248	38.6	27,882	37,021	160,694	40.6	9,938	13,391	.0102	.0098
Platte	52.5	56.9	8.4	20.6	9.6	774,192	29.3	31,858	37,582	242,675	39.7	9,241	11,780	.0180	.0169
Ray	23.2	24.5	5.6	8.6	6.2	275,439	28.0	26,568	32,028	95,404	36.7	8,617	11,093	.0069	.0065
Johnson, Kans.	*317.1*	*351.3*	*10.8*	*135.5*	*13.5*	*8,998,951*	*56.3*	*48,217*	*66,413*	*4,139,985*	*55.7*	*22,273*	*30,553*	*.1766*	*.1903*
Leavenworth, Kans.	*59.6*	*62.1*	*4.2*	*19.9*	*5.9*	*964,181*	*43.9*	*35,652*	*48,451*	*317,316*	*44.2*	*11,701*	*15,946*	*.0205*	*.0205*
Miami, Kans.	*23.1*	*24.1*	*4.3*	*8.9*	*6.0*	*347,731*	*35.2*	*30,621*	*39,071*	*129,172*	*40.1*	*10,979*	*14,514*	*.0081*	*.0077*
Wyandotte, Kans.	*174.1*	*172.9*	*–.7*	*64.9*	*.0*	*2,839,580*	*39.0*	*31,482*	*43,753*	*1,142,089*	*37.8*	*12,772*	*17,598*	*.0655*	*.0628*
ST. JOSEPH	**86.4**	**85.0**	**–1.6**	**31.6**	**–1.9**	**1,306,779**	**36.2**	**29,803**	**41,354**	**786,840**	**35.1**	**18,086**	**24,900**	**.0350**	**.0330**
Buchanan	86.4	85.0	–1.6	31.6	–1.9	1,306,779	36.2	29,803	41,354	786,840	35.1	18,086	24,900	.0350	.0330
ST. LOUIS	**2,451.2**	**2,498.7**	**1.9**	**918.8**	**3.3**	**44,473,999**	**41.4**	**35,349**	**48,404**	**22,609,168**	**39.8**	**18,181**	**24,607**	**1.0578**	**1.0318**
Franklin	79.9	85.1	6.5	28.1	5.6	993,109	35.1	27,638	35,342	601,800	39.8	16,183	21,416	.0277	.0268
Jefferson	166.5	180.0	8.1	58.3	8.4	2,568,521	46.9	32,492	44,057	826,070	46.8	10,457	14,169	.0544	.0555
St. Charles	179.9	207.7	15.5	69.3	17.1	3,907,734	62.8	40,557	56,389	1,263,472	49.4	14,281	18,232	.0722	.0793
St. Louis	1,002.0	1,015.1	1.3	374.0	3.0	22,624,374	43.5	43,431	60,493	11,912,378	42.1	23,092	31,851	.5171	.5106
St. Louis city	428.9	418.3	–2.5	168.7	–1.5	6,168,718	37.1	26,288	36,566	3,865,973	35.8	16,625	22,916	.1686	.1591
Clinton, Ill.	*34.1*	*34.7*	*1.8*	*12.3*	*4.2*	*496,522*	*40.1*	*30,027*	*40,368*	*184,474*	*39.5*	*11,205*	*14,998*	*.0114*	*.0110*
Jersey, Ill.	*21.1*	*21.4*	*1.4*	*7.5*	*4.2*	*264,379*	*28.2*	*28,643*	*35,251*	*78,101*	*22.1*	*8,882*	*10,413*	*.0064*	*.0059*
Madison, Ill.	*249.6*	*249.2*	*–.2*	*96.0*	*2.1*	*3,234,857*	*22.1*	*28,192*	*33,696*	*1,866,183*	*29.5*	*15,333*	*19,439*	*.0944*	*.0836*
Monroe, Ill.	*21.3*	*22.0*	*3.3*	*8.1*	*6.6*	*303,538*	*29.9*	*30,751*	*37,474*	*111,130*	*37.9*	*10,604*	*13,720*	*.0074*	*.0069*
St. Clair, Ill.	*267.9*	*265.2*	*–1.0*	*96.5*	*1.4*	*3,912,247*	*37.2*	*29,956*	*40,541*	*1,899,587*	*36.7*	*14,592*	*19,685*	*.0982*	*.0931*
SPRINGFIELD	**228.5**	**242.9**	**6.3**	**92.4**	**7.1**	**3,795,306**	**47.7**	**29,767**	**41,075**	**2,277,028**	**46.8**	**17,974**	**24,643**	**.0935**	**.0954**
Christian	27.7	31.6	14.1	10.8	11.3	388,622	51.4	26,469	35,984	163,510	51.7	11,108	15,140	.0088	.0093
Greene	200.8	211.3	5.2	81.6	6.5	3,406,684	47.3	30,184	41,749	2,113,518	46.4	18,843	25,901	.0847	.0861
TOTAL METRO COUNTIES	**3,367.0**	**3,460.0**	**2.8**	**1,290.7**	**3.7**	**62,399,696**	**43.3**	**34,968**	**48,346**	**33,689,497**	**41.4**	**19,133**	**26,102**	**1.4906**	**1.4717**
TOTAL STATE	**5,149.3**	**5,297.6**	**2.9**	**1,954.2**	**3.4**	**84,104,214**	**41.8**	**31,389**	**43,038**	**44,829,455**	**40.7**	**16,864**	**22,940**	**2.0660**	**2.0252**
MONTANA															
BILLINGS	**123.2**	**133.2**	**8.1**	**53.0**	**10.6**	**2,196,166**	**57.0**	**29,212**	**41,437**	**1,348,978**	**40.4**	**20,053**	**25,452**	**.0532**	**.0551**
Yellowstone	123.2	133.2	8.1	53.0	10.6	2,196,166	57.0	29,212	41,437	1,348,978	40.4	20,053	25,452	.0532	.0551
GREAT FALLS	**80.7**	**79.6**	**–1.4**	**31.3**	**1.3**	**1,269,784**	**46.1**	**28,127**	**40,568**	**618,448**	**27.2**	**15,737**	**19,759**	**.0311**	**.0297**
Cascade	80.7	79.6	–1.4	31.3	1.3	1,269,784	46.1	28,127	40,568	618,448	27.2	15,737	19,759	.0311	.0297
TOTAL METRO COUNTIES	**203.9**	**212.8**	**4.4**	**84.3**	**7.0**	**3,465,950**	**52.8**	**28,786**	**41,114**	**1,967,426**	**36.0**	**18,360**	**23,338**	**.0843**	**.0848**
TOTAL STATE	**841.6**	**876.3**	**4.1**	**342.9**	**6.3**	**12,271,904**	**47.4**	**25,807**	**35,789**	**6,356,440**	**34.8**	**14,617**	**18,537**	**.3048**	**.3011**
NEBRASKA															
LINCOLN	**208.6**	**217.4**	**4.2**	**86.3**	**6.9**	**4,605,853**	**55.1**	**36,788**	**53,370**	**1,627,100**	**42.1**	**14,187**	**18,854**	**.0902**	**.0935**
Lancaster	208.6	217.4	4.2	86.3	6.9	4,605,853	55.1	36,788	53,370	1,627,100	42.1	14,187	18,854	.0902	.0935
OMAHA	**616.9**	**633.7**	**2.7**	**241.9**	**5.0**	**12,872,938**	**52.3**	**36,712**	**53,216**	**5,932,766**	**46.6**	**17,566**	**24,526**	**.2746**	**.2824**
Douglas	416.5	426.3	2.4	167.7	4.7	9,216,365	52.3	37,797	54,957	4,505,382	47.6	19,063	26,866	.1977	.2038
Sarpy	96.9	104.1	7.4	34.5	10.2	1,940,145	58.0	39,232	56,236	472,418	46.9	10,273	13,693	.0351	.0373
Washington	15.8	15.9	.6	5.9	1.7	246,349	35.1	31,448	41,754	60,927	22.0	8,611	10,327	.0054	.0048
Pottawattamie, Iowa	*87.7*	*87.4*	*–.3*	*33.8*	*2.1*	*1,470,079*	*48.0*	*30,001*	*43,493*	*894,039*	*43.7*	*18,796*	*26,451*	*.0364*	*.0365*
TOTAL METRO COUNTIES	**756.0**	**782.8**	**3.5**	**301.5**	**6.0**	**16,256,805**	**53.2**	**37,304**	**53,920**	**6,745,546**	**45.7**	**16,276**	**22,373**	**.3342**	**.3449**
TOTAL STATE	**1,624.6**	**1,651.1**	**1.6**	**634.5**	**3.6**	**27,339,077**	**43.5**	**31,106**	**43,088**	**12,850,246**	**39.4**	**15,045**	**20,253**	**.6403**	**.6282**
NEVADA															
LAS VEGAS	**565.2**	**638.1**	**12.9**	**264.6**	**15.7**	**11,444,346**	**63.1**	**30,679**	**43,251**	**6,792,175**	**56.6**	**18,969**	**25,670**	**.2524**	**.2789**
Clark	565.2	638.1	12.9	264.6	15.7	11,444,346	63.1	30,679	43,251	6,792,175	56.6	18,969	25,670	.2524	.2789
RENO	**224.8**	**247.0**	**9.9**	**108.0**	**12.6**	**4,961,929**	**58.3**	**32,684**	**45,944**	**3,043,680**	**50.5**	**21,084**	**28,182**	**.1122**	**.1201**
Washoe	224.8	247.0	9.9	108.0	12.6	4,961,929	58.3	32,684	45,944	3,043,680	50.5	21,084	28,182	.1122	.1201
TOTAL METRO COUNTIES	**790.0**	**885.1**	**12.0**	**372.6**	**14.8**	**16,406,275**	**61.6**	**31,271**	**44,032**	**9,835,855**	**54.6**	**19,594**	**26,398**	**.3646**	**.3990**
TOTAL STATE	**963.9**	**1,078.0**	**11.8**	**451.1**	**14.6**	**19,690,146**	**61.4**	**30,988**	**43,649**	**11,619,807**	**54.6**	**19,091**	**25,759**	**.4367**	**.4774**
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**314.1**	**341.0**	**8.6**	**128.4**	**11.3**	**7,125,305**	**53.6**	**40,191**	**55,493**	**4,308,792**	**52.8**	**24,434**	**33,558**	**.1609**	**.1703**
Hillsborough	314.1	341.0	8.6	128.4	11.3	7,125,305	53.6	40,191	55,493	4,308,792	52.8	24,434	33,558	.1609	.1703
PORTSMOUTH - DOVER - ROCHESTER	**315.8**	**343.8**	**8.9**	**128.5**	**11.6**	**6,844,452**	**53.9**	**38,647**	**53,264**	**3,993,745**	**53.6**	**22,586**	**31,080**	**.1535**	**.1629**
Rockingham	223.8	247.5	10.6	92.9	13.3	5,186,795	56.3	40,463	55,832	3,156,439	55.5	24,747	33,977	.1154	.1242
Strafford	92.0	96.3	4.7	35.6	7.6	1,657,657	46.7	34,149	46,563	837,306	46.8	17,231	23,520	.0381	.0387
TOTAL METRO COUNTIES	**629.9**	**684.8**	**8.7**	**256.9**	**11.5**	**13,969,757**	**53.7**	**39,420**	**54,378**	**8,302,537**	**53.2**	**23,511**	**32,318**	**.3144**	**.3332**
TOTAL STATE	**1,025.1**	**1,098.1**	**7.1**	**417.0**	**9.8**	**20,567,643**	**50.1**	**36,067**	**49,323**	**12,873,131**	**50.2**	**22,556**	**30,871**	**.4883**	**.5070**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
NEW JERSEY															
ATLANTIC CITY	**307.4**	**328.8**	**7.0**	**132.2**	**9.7**	**5,381,555**	**43.6**	**31,094**	**40,708**	**3,695,321**	**46.9**	**20,876**	**27,953**	**.1391**	**.1405**
Atlantic	211.2	222.7	5.4	87.3	8.0	3,559,164	40.5	31,342	40,769	2,410,032	44.1	20,692	27,606	.0936	.0928
Cape May	96.2	106.1	10.3	44.9	13.1	1,822,391	50.1	30,588	40,588	1,285,289	52.3	21,251	28,626	.0455	.0477
BERGEN - PASSAIC	**1,302.9**	**1,311.1**	**.6**	**496.8**	**3.0**	**30,969,262**	**39.8**	**45,931**	**62,337**	**15,529,426**	**40.2**	**22,962**	**31,259**	**.7039**	**.6815**
Bergen	842.2	843.9	.2	324.9	2.6	22,438,157	39.9	50,644	69,062	11,019,285	40.0	24,847	33,916	.4984	.4822
Passaic	460.7	467.2	1.4	171.9	3.8	8,531,105	39.5	36,917	49,628	4,510,141	40.7	19,356	26,237	.2055	.1993
JERSEY CITY	**556.2**	**552.5**	**–.7**	**218.4**	**1.6**	**8,859,555**	**35.7**	**30,370**	**40,566**	**3,870,095**	**37.3**	**13,114**	**17,720**	**.2125**	**.2008**
Hudson	556.2	552.5	–.7	218.4	1.6	8,859,555	35.7	30,370	40,566	3,870,095	37.3	13,114	17,720	.2125	.2008
MIDDLESEX - SOMERSET - HUNTERDON	**945.7**	**983.6**	**4.0**	**354.3**	**6.6**	**22,378,604**	**44.0**	**46,749**	**63,163**	**10,204,565**	**44.3**	**21,263**	**28,802**	**.4821**	**.4808**
Hunterdon	99.6	107.7	8.1	37.7	10.9	2,609,614	51.8	50,578	69,221	945,222	47.7	18,822	25,072	.0501	.0520
Middlesex	630.1	651.4	3.4	235.3	5.9	14,069,874	42.7	44,376	59,795	6,460,859	43.7	20,233	27,458	.3084	.3056
Somerset	216.0	224.5	3.9	81.3	6.6	5,699,116	43.8	51,952	70,100	2,798,484	44.7	25,348	34,422	.1236	.1232
MONMOUTH - OCEAN	**957.2**	**1,033.1**	**7.9**	**399.0**	**10.7**	**22,381,573**	**50.8**	**41,157**	**56,094**	**9,999,972**	**51.1**	**18,364**	**25,063**	**.4621**	**.4818**
Monmouth	549.2	580.8	5.8	214.4	8.3	13,076,442	47.1	44,892	60,991	5,614,807	47.5	19,220	26,188	.2716	.2765
Ocean	408.0	452.3	10.9	184.6	13.6	9,305,131	56.4	36,606	50,407	4,385,165	55.8	17,320	23,755	.1905	.2053
NEWARK	**1,899.3**	**1,905.4**	**.3**	**705.6**	**2.6**	**41,359,051**	**39.3**	**43,174**	**58,615**	**16,702,132**	**38.8**	**17,498**	**23,671**	**.8986**	**.8650**
Essex	842.4	831.6	–1.3	313.4	1.0	15,525,378	35.9	36,837	49,539	6,972,618	37.0	16,410	22,248	.3644	.3438
Morris	426.0	437.8	2.8	154.2	5.2	11,824,342	44.6	55,789	76,682	4,752,998	44.1	22,494	30,824	.2392	.2386
Sussex	128.1	136.2	6.3	47.3	9.2	2,918,597	49.6	45,061	61,704	834,401	48.8	12,946	17,641	.0546	.0562
Union	502.8	499.8	–.6	190.7	1.7	11,090,734	36.3	43,360	58,158	4,142,115	34.3	16,444	21,721	.2404	.2264
TRENTON	**319.8**	**326.6**	**2.1**	**120.5**	**4.7**	**7,256,075**	**43.7**	**43,872**	**60,216**	**3,297,645**	**43.4**	**19,985**	**27,366**	**.1578**	**.1564**
Mercer	319.8	326.6	2.1	120.5	4.7	7,256,075	43.7	43,872	60,216	3,297,645	43.4	19,985	27,366	.1578	.1564
VINELAND - MILLVILLE - BRIDGETON	**138.7**	**141.2**	**1.8**	**49.9**	**4.2**	**2,082,709**	**38.8**	**31,322**	**41,738**	**1,136,325**	**40.6**	**16,871**	**22,772**	**.0529**	**.0513**
Cumberland	138.7	141.2	1.8	49.9	4.2	2,082,709	38.8	31,322	41,738	1,136,325	40.6	16,871	22,772	.0529	.0513
TOTAL METRO COUNTIES	**7,687.3**	**7,890.2**	**2.6**	**2,947.6**	**5.1**	**164,965,389**	**42.1**	**41,388**	**55,966**	**75,489,577**	**42.5**	**18,892**	**25,611**	**3.6555**	**3.5987**
TOTAL STATE	**7,687.3**	**7,890.2**	**2.6**	**2,947.6**	**5.1**	**164,965,389**	**42.1**	**41,388**	**55,966**	**75,489,577**	**42.5**	**18,892**	**25,611**	**3.6555**	**3.5987**
NEW MEXICO															
ALBUQUERQUE	**476.5**	**514.2**	**7.9**	**200.9**	**10.6**	**7,961,333**	**50.4**	**29,141**	**39,628**	**4,407,932**	**45.9**	**16,625**	**21,941**	**.1894**	**.1951**
Bernalillo	476.5	514.2	7.9	200.9	10.6	7,961,333	50.4	29,141	39,628	4,407,932	45.9	16,625	21,941	.1894	.1951
LAS CRUCES	**119.3**	**135.4**	**13.5**	**47.5**	**16.4**	**1,549,318**	**55.0**	**24,502**	**32,617**	**913,783**	**53.7**	**14,567**	**19,238**	**.0385**	**.0415**
Dona Ana	119.3	135.4	13.5	47.5	16.4	1,549,318	55.0	24,502	32,617	913,783	53.7	14,567	19,238	.0385	.0415
SANTA FE	**105.4**	**114.4**	**8.5**	**44.6**	**11.2**	**2,255,979**	**58.5**	**35,489**	**50,582**	**1,083,925**	**52.8**	**17,695**	**24,303**	**.0469**	**.0505**
Los Alamos	19.1	20.1	5.2	7.7	6.9	581,944	56.5	51,642	75,577	92,918	41.1	9,144	12,067	.0091	.0096
Santa Fe	86.3	94.3	9.3	36.9	12.2	1,674,035	59.2	31,954	45,367	991,007	53.9	19,566	26,857	.0378	.0409
TOTAL METRO COUNTIES	**701.2**	**764.0**	**9.0**	**293.0**	**11.6**	**11,766,630**	**52.5**	**29,390**	**40,159**	**6,405,640**	**48.1**	**16,469**	**21,862**	**.2748**	**.2871**
TOTAL STATE	**1,494.2**	**1,619.7**	**8.4**	**590.6**	**10.7**	**21,819,658**	**50.6**	**27,154**	**36,945**	**12,535,844**	**46.5**	**16,038**	**21,226**	**.5397**	**.5576**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**854.3**	**867.9**	**1.6**	**332.8**	**4.0**	**15,410,118**	**35.7**	**35,494**	**46,304**	**7,392,213**	**37.9**	**16,753**	**22,212**	**.3696**	**.3513**
Albany	290.1	293.5	1.2	116.2	3.6	5,668,738	35.5	37,276	48,784	3,557,997	38.6	22,884	30,620	.1461	.1391
Greene	43.4	45.2	4.1	17.6	6.7	653,371	37.0	28,908	37,123	299,790	37.9	13,178	17,034	.0160	.0154
Montgomery	53.3	53.2	–.2	20.6	2.0	801,661	32.7	29,912	38,916	353,860	36.1	12,874	17,178	.0198	.0185
Rensselaer	154.3	156.1	1.2	57.3	3.6	2,617,955	36.3	34,730	45,689	834,460	39.0	10,857	14,563	.0571	.0544
Saratoga	163.3	169.9	4.0	61.3	6.6	2,985,067	39.1	37,311	48,696	976,618	37.4	12,358	15,932	.0638	.0617
Schenectady	149.9	150.0	.1	59.8	2.6	2,683,326	32.3	34,795	44,372	1,369,488	36.3	17,236	22,901	.0668	.0622
BINGHAMTON	**268.5**	**271.6**	**1.2**	**102.5**	**3.6**	**4,734,614**	**35.5**	**35,340**	**46,191**	**2,031,577**	**36.1**	**15,092**	**19,820**	**.1110**	**.1049**
Broome	214.9	215.3	.2	82.3	2.6	3,697,272	33.4	34,563	44,924	1,816,675	36.0	16,656	22,074	.0913	.0853
Tioga	53.6	56.3	5.0	20.2	8.0	1,037.342	43.4	38,672	51,354	214,902	37.1	8,383	10,639	.0197	.0196
BUFFALO	**975.2**	**951.1**	**–2.5**	**358.4**	**–.5**	**15,319,973**	**27.3**	**33,412**	**42,745**	**7,103,214**	**31.7**	**14,973**	**19,819**	**.3915**	**.3528**
Erie	975.2	951.1	–2.5	358.4	–.5	15,319,973	27.3	33,412	42,745	7,103,214	31.7	14,973	19,819	.3915	.3528
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,192.6***	***1,163.1***	***–2.5***	***438.2***	***–.4***	***18,700,710***	***27.3***	***33,379***	***42,676***	***8,403,420***	***31.1***	***14,562***	***19,177***	***.4747***	***.4270***
ELMIRA	**94.6**	**92.3**	**–2.4**	**34.2**	**–.3**	**1,249,283**	**25.4**	**29,049**	**36,529**	**713,619**	**30.9**	**15,893**	**20,866**	**.0355**	**.0317**
Chemung	94.6	92.3	–2.4	34.2	–.3	1,249,283	25.4	29,049	36,529	713,619	30.9	15,893	20,866	.0355	.0317
GLENS FALLS	**115.0**	**118.5**	**3.0**	**42.3**	**5.0**	**1,705,851**	**36.1**	**31,092**	**40,327**	**983,842**	**39.4**	**17,508**	**23,259**	**.0448**	**.0430**
Warren	56.9	58.3	2.5	21.5	4.4	890,428	35.7	31,858	41,415	707,733	39.2	24,680	32,918	.0261	.0250
Washington	58.1	60.2	3.6	20.8	5.6	815,423	36.6	30,291	39,203	276,109	40.0	10,008	13,274	.0187	.0180
NASSAU - SUFFOLK	**2,663.8**	**2,738.7**	**2.8**	**910.7**	**5.2**	**65,239,683**	**41.0**	**53,454**	**71,637**	**29,809,033**	**42.1**	**24,240**	**32,732**	**1.4212**	**1.3925**
Nassau	1,333.5	1,343.5	.7	459.3	3.1	36,145,255	39.1	58,361	78,696	17,584,750	40.0	28,202	38,286	.8006	.7730
Suffolk	1,330.3	1,395.2	4.9	451.4	7.4	29,094,428	43.5	48,255	64,454	12,224,283	45.2	20,041	27,081	.6206	.6195
NEW YORK	**8,527.7**	**8,713.0**	**2.2**	**3,552.4**	**4.3**	**165,837,410**	**36.9**	**35,576**	**46,683**	**62,374,270**	**39.5**	**13,133**	**17,558**	**3.6418**	**3.4870**
Bronx	1,190.6	1,203.9	1.1	466.1	3.3	14,622,219	31.2	24,687	31,371	3,290,402	23.8	5,889	7,059	.3388	.3104
Kings	2,290.9	2,327.4	1.6	922.8	4.0	33,650,818	34.8	28,120	36,466	10,345,212	38.5	8,415	11,211	.7587	.7188
New York (Manhattan)	1,490.8	1,539.9	3.3	797.3	5.4	42,505,898	40.9	39,883	53,312	24,604,628	42.5	22,829	30,860	.9796	.9618
Putnam	82.9	87.3	5.3	29.5	7.3	1,850,700	41.3	47,626	62,736	460,577	38.5	12,095	15,613	.0355	.0347
Queens	1,951.4	2,002.8	2.6	780.0	4.2	35,612,994	34.8	35,288	45,658	9,762,968	38.7	9,406	12,517	.7466	.7076
Richmond	379.6	399.2	5.2	137.2	7.6	8,029,679	42.8	44,102	58,525	2,094,917	45.0	11,335	15,269	.1549	.1539
Rockland	272.0	281.1	3.3	90.7	5.8	6,673,394	42.1	54,814	73,577	2,075,295	42.9	16,941	22,881	.1307	.1286
Westchester	869.5	871.4	.2	328.8	2.6	22,891,708	36.0	52,492	69,622	9,740,271	38.1	21,997	29,624	.4970	.4712

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
NEW YORK (cont.)															
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*17,964.7*	*18,379.0*	*2.3*	*7,045.9*	*4.6*	*384,654,255*	*39.5*	*40,912*	*54,593*	*161,394,034*	*41.1*	*16,976*	*22,906*	*8.4261*	*8.1816*
NIAGARA FALLS	**217.4**	**212.0**	**–2.5**	**79.8**	**–.3**	**3,380,737**	**27.2**	**33,228**	**42,365**	**1,300,206**	**27.9**	**12,708**	**16,293**	**.0832**	**.0742**
Niagara	217.4	212.0	–2.5	79.8	–.3	3,380,737	27.2	33,228	42,365	1,300,206	27.9	12,708	16,293	.0832	.0742
ORANGE COUNTY	**283.3**	**300.2**	**6.0**	**101.3**	**7.9**	**4,927,288**	**40.5**	**37,354**	**48,641**	**2,432,685**	**44.0**	**17,991**	**24,015**	**.1165**	**.1150**
Orange	283.3	300.2	6.0	101.3	7.9	4,927,288	40.5	37,354	48,641	2,432,685	44.0	17,991	24,015	.1165	.1150
POUGHKEEPSIE	**259.8**	**269.0**	**3.5**	**93.9**	**6.1**	**5,250,704**	**39.6**	**42,512**	**55,918**	**2,130,542**	**42.3**	**16,916**	**22,689**	**.1148**	**.1121**
Dutchess	259.8	269.0	3.5	93.9	6.1	5,250,704	39.6	42,512	55,918	2,130,542	42.3	16,916	22,689	.1148	.1121
ROCHESTER	**992.6**	**1,005.4**	**1.3**	**377.7**	**3.5**	**18,978,711**	**33.9**	**38,832**	**50,248**	**8,044,087**	**36.0**	**16,207**	**21,298**	**.4397**	**.4129**
Livingston	60.3	62.1	3.0	21.0	5.5	939,285	36.3	34,626	44,728	302,885	30.8	11,633	14,423	.0213	.0200
Monroe	708.8	712.6	.5	274.9	2.9	14,255,451	33.2	40,063	51,857	6,478,965	36.9	17,707	23,568	.3340	.3128
Ontario	94.3	98.1	4.0	35.1	6.0	1,553,776	35.8	34,564	44,267	781,877	37.9	17,128	22,276	.0385	.0368
Orleans	40.1	40.5	1.0	14.3	3.6	657,155	34.8	35,315	45,955	149,382	25.2	8,647	10,445	.0139	.0130
Wayne	89.1	92.1	3.4	32.4	4.9	1,573,044	37.5	37,034	48,551	330,978	24.9	8,577	10,215	.0320	.0303
SYRACUSE	**654.8**	**661.6**	**1.0**	**243.6**	**3.4**	**11,827,762**	**36.1**	**36,884**	**48,554**	**5,139,680**	**37.4**	**15,870**	**21,099**	**.2755**	**.2616**
Madison	67.1	68.1	1.5	23.0	4.1	935,500	33.0	31,830	40,674	310,853	28.6	10,938	13,515	.0222	.0206
Onondaga	467.5	469.1	.3	177.5	2.6	8,458,379	33.5	36,628	47,653	4,130,604	36.9	17,441	23,271	.2059	.1932
Oswego	120.2	124.4	3.5	43.1	6.2	2,433,883	47.2	40,730	56,471	698,223	45.0	11,861	16,200	.0474	.0478
UTICA - ROME	**322.8**	**323.7**	**.3**	**118.9**	**2.5**	**4,755,258**	**32.3**	**30,981**	**39,994**	**2,219,927**	**34.5**	**14,230**	**18,671**	**.1204**	**.1121**
Herkimer	68.9	70.5	2.3	25.8	4.0	1,007,753	35.8	29,922	39,060	366,263	36.8	10,796	14,196	.0236	.0225
Oneida	253.9	253.2	–.3	93.1	2.1	3,747,505	31.4	31,269	40,252	1,853,664	34.0	15,164	19,910	.0968	.0896
TOTAL METRO COUNTIES	**16,229.8**	**16,525.0**	**1.8**	**6,348.5**	**4.0**	**318,617,392**	**36.8**	**38,164**	**50,188**	**131,674,895**	**39.0**	**15,517**	**20,741**	**7.1655**	**6.8511**
TOTAL STATE	**17,979.6**	**18,312.1**	**1.8**	**6,992.5**	**4.0**	**344,119,805**	**36.6**	**37,478**	**49,213**	**142,344,471**	**38.8**	**15,257**	**20,357**	**7.7864**	**7.4378**
NORTH CAROLINA															
ASHEVILLE	**170.1**	**176.5**	**3.8**	**71.6**	**6.2**	**2,710,774**	**46.8**	**27,399**	**37,860**	**1,869,081**	**46.0**	**19,000**	**26,104**	**.0710**	**.0718**
Buncombe	170.1	176.5	3.8	71.6	6.2	2,710,774	46.8	27,399	37,860	1,869,081	46.0	19,000	26,104	.0710	.0718
BURLINGTON	**102.8**	**105.1**	**2.2**	**41.1**	**4.6**	**1,645,008**	**44.3**	**29,003**	**40,025**	**1,219,789**	**43.6**	**21,615**	**29,679**	**.0448**	**.0445**
Alamance	102.8	105.1	2.2	41.1	4.6	1.645.008	44.3	29,003	40,025	1,219,789	43.6	21,615	29,679	.0448	.0445

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
NORTH CAROLINA (cont.)															
CHARLOTTE - GASTONIA - ROCK HILL	**1,071.6**	**1,140.3**	**6.4**	**434.2**	**8.9**	**19,011,601**	**51.1**	**31,563**	**43,785**	**10,637,739**	**49.8**	**17,811**	**24,500**	**.4433**	**.4603**
Cabarrus	94.1	100.0	6.3	37.7	8.6	1,622,476	52.2	30,714	43,036	855,427	50.3	16,402	22,690	.0371	.0388
Gaston	173.8	181.0	4.1	67.0	6.5	2,909,072	49.4	30,947	43,419	1,436,936	47.5	15,493	21,447	.0668	.0681
Lincoln	47.6	51.0	7.1	19.0	9.2	787,012	52.5	29,662	41,422	253,622	48.5	9,816	13,349	.0160	.0167
Mecklenburg	447.9	477.9	6.7	189.6	9.3	8,708,672	50.4	33,378	45,932	5,537,551	49.8	21,301	29,206	.2090	.2169
Rowan	104.7	108.2	3.3	42.3	6.3	1,674,319	47.2	28,576	39,582	959,708	46.2	16,494	22,688	.0411	.0415
Union	80.5	87.6	8.8	30.3	11.4	1,215,412	51.2	29,557	40,113	546,292	51.7	13,239	18,029	.0274	.0287
York, S. C.	*123.0*	*134.6*	*9.4*	*48.3*	*12.1*	*2,094,638*	*58.6*	*30,634*	*43,367*	*1,048,203*	*55.8*	*15,607*	*21,702*	*.0459*	*.0496*
FAYETTEVILLE	**264.0**	**272.8**	**3.3**	**89.7**	**6.2**	**3,709,443**	**47.2**	**29,826**	**41,354**	**2,082,057**	**46.1**	**16,866**	**23,211**	**.0929**	**.0938**
Cumberland	264.0	272.8	3.3	89.7	6.2	3,709,443	47.2	29,826	41,354	2,082,057	46.1	16,866	23,211	.0929	.0938
GREENSBORO - WINSTON-SALEM - HIGH POINT	**910.0**	**948.1**	**4.2**	**369.3**	**6.5**	**15,903,937**	**47.7**	**31,060**	**43,065**	**8,496,919**	**46.0**	**16,786**	**23,008**	**.3739**	**.3791**
Davidson	122.7	129.2	5.3	48.9	7.7	1,975,605	49.8	29,046	40,401	747,632	48.5	11,092	15,289	.0424	.0436
Davie	27.8	29.8	7.2	11.2	9.8	452,228	51.6	29,249	40,378	113,573	44.8	7,691	10,140	.0089	.0092
Forsyth	261.8	274.3	4.8	110.4	7.3	5,043,993	49.6	32,757	45,688	3,053,861	48.1	20,041	27,662	.1201	.1232
Guilford	330.7	338.5	2.4	132.1	4.8	5,833,796	44.4	32,030	44,162	3,726,183	43.8	20,553	28,207	.1476	.1470
Randolph	100.1	106.1	6.0	40.8	8.2	1,539,229	48.4	27,517	37,726	589,164	48.1	10,551	14,440	.0338	.0346
Stokes	36.9	39.4	6.8	14.1	7.6	605,263	53.4	30,121	42,926	105,609	43.7	5,612	7,490	.0112	.0116
Yadkin	30.0	30.8	2.7	11.8	5.4	453,823	48.0	27,374	38,460	160,897	45.3	9,887	13,635	.0099	.0099
HICKORY	**219.5**	**230.3**	**4.9**	**87.2**	**7.5**	**3,552,918**	**49.4**	**29,319**	**40,744**	**1,848,038**	**48.4**	**15,358**	**21,193**	**.0833**	**.0852**
Alexander	27.8	29.7	6.8	10.9	10.1	402,379	51.4	26,849	36,916	104,079	47.1	7,148	9,549	.0082	.0085
Burke	77.0	79.6	3.4	30.0	5.6	1,105,545	45.2	26,814	36,852	396,093	44.7	9,636	13,203	.0247	.0245
Catawba	114.7	121.0	5.5	46.3	8.2	2,044,994	51.4	31,553	44,168	1,347,866	49.6	21,053	29,112	.0504	.0522
JACKSONVILLE	**124.1**	**131.8**	**6.2**	**39.8**	**10.2**	**1,351,997**	**35.5**	**27,644**	**33,970**	**844,907**	**42.7**	**16,397**	**21,229**	**.0390**	**.0380**
Onslow	124.1	131.8	6.2	39.8	10.2	1,351,997	35.5	27,644	33,970	844,907	42.7	16,397	21,229	.0390	.0380
RALEIGH - DURHAM	**648.3**	**710.4**	**9.6**	**276.6**	**12.6**	**13,452,676**	**58.7**	**34,512**	**48,636**	**6,647,383**	**56.4**	**17,309**	**24,032**	**.2818**	**.3059**
Durham	164.2	172.2	4.9	68.5	7.7	3,352,825	54.4	34,153	48,946	1,715,269	50.7	17,897	25,040	.0731	.0767
Franklin	33.5	36.0	7.5	12.8	8.5	440,364	51.0	24,718	34,403	115,385	40.7	6,950	9,014	.0092	.0096
Orange	85.2	90.8	6.6	35.2	9.7	1,504,036	51.0	31,021	42,728	691,161	50.4	14,314	19,635	.0330	.0343
Wake	365.4	411.4	12.6	160.1	15.9	8,155,451	62.6	36,325	50,940	4,125,568	60.4	18,619	25,769	.1665	.1853
WILMINGTON	**115.4**	**123.4**	**6.9**	**48.5**	**9.5**	**1,767,436**	**45.1**	**27,497**	**36,442**	**1,403,052**	**47.4**	**21,489**	**28,929**	**.0493**	**.0501**
New Hanover	115.4	123.4	6.9	48.5	9.5	1,767,436	45.1	27,497	36,442	1,403,052	47.4	21,489	28,929	.0493	.0501
TOTAL METRO COUNTIES	**3,502.8**	**3,704.1**	**5.7**	**1,409.7**	**8.4**	**61,011,152**	**50.3**	**31,223**	**43,280**	**34,000,762**	**48.9**	**17,564**	**24,119**	**1.4334**	**1.4791**
TOTAL STATE	**6,386.6**	**6,718.0**	**5.2**	**2,527.9**	**7.8**	**99,692,774**	**48.9**	**28,558**	**39,437**	**53,850,291**	**47.5**	**15,573**	**21,302**	**2.3901**	**2.4452**
NORTH DAKOTA															
BISMARCK	**92.3**	**100.4**	**8.8**	**36.0**	**10.1**	**1,618,145**	**46.0**	**33,902**	**44,948**	**878,347**	**42.8**	**18,810**	**24,399**	**.0387**	**.0391**
Burleigh	64.2	70.5	9.8	25.5	10.9	1,304,232	51.3	37,476	51,146	723,757	47.0	21,407	28,383	.0297	.0309
Morton	28.1	29.9	6.4	10.5	8.2	313,913	27.3	25,428	29,896	154,590	26.0	12,653	14,723	.0090	.0082
FARGO - MOORHEAD	**150.0**	**157.6**	**5.1**	**59.1**	**7.3**	**2,663,403**	**45.2**	**33,299**	**45,066**	**1,444,306**	**37.5**	**19,060**	**24,438**	**.0644**	**.0636**
Cass	100.7	109.0	8.2	41.9	10.3	1,989,378	49.6	34,983	47,479	1,088,978	38.2	20,733	25,990	.0465	.0470
Clay, Minn.	*49.3*	*48.6*	*−1.4*	*17.2*	*.6*	*674,025*	*33.4*	*29,556*	*39,188*	*355,328*	*35.4*	*15,343*	*20,659*	*.0179*	*.0166*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
NORTH DAKOTA (cont.)															
GRAND FORKS	70.6	72.8	3.1	24.8	3.8	1,516,219	51.1	41,976	61,138	692,691	43.0	20,269	27,931	.0325	.0330
Grand Forks	70.6	72.8	3.1	24.8	3.8	1,516,219	51.1	41,976	61,138	692,691	43.0	20,269	27,931	.0325	.0330
TOTAL METRO COUNTIES	263.6	282.2	7.1	102.7	8.6	5,123,742	48.9	36,376	49,890	2,660,016	40.9	19,951	25,901	.1177	.1191
TOTAL STATE	701.2	728.8	3.9	262.2	5.1	11,849,533	44.4	32,910	45,193	6,036,925	39.4	17,361	23,024	.2833	.2801
OHIO															
AKRON	648.5	637.2	-1.7	243.6	.5	10,685,568	37.5	32,062	43,865	5,215,253	36.9	15,711	21,409	.2611	.2477
Portage	139.5	140.8	.9	49.8	3.3	2,417,234	47.5	34,011	48,539	848,470	44.3	12,203	17,038	.0510	.0511
Summit	509.0	496.4	-2.5	193.8	-.2	8,268,334	34.8	31,578	42,664	4,366,783	35.6	16,582	22,532	.2101	.1966
CANTON	405.4	411.1	1.4	153.4	3.9	6,305,247	39.5	30,591	41,103	3,226,366	40.2	15,577	21,032	.1559	.1509
Carroll	28.0	29.7	6.1	10.7	10.3	385,419	46.7	27,078	36,120	122,383	40.6	8,974	11,438	.0085	.0085
Stark	377.4	381.4	1.1	142.7	3.4	5,919,828	39.1	30,630	41,484	3,103,983	40.2	16,041	21,752	.1474	.1424
CINCINNATI	1,419.3	1,421.0	.1	542.1	2.3	25,742,643	45.6	33,356	47,487	12,810,301	42.9	16,920	23,631	.5950	.5916
Clermont	140.4	147.5	5.1	52.4	7.4	2,175,782	41.2	31,585	41,523	978,282	44.0	13,923	18,670	.0512	.0507
Hamilton	862.9	850.0	-1.5	337.9	.8	16,423,448	44.3	33,954	48,604	8,739,422	40.9	18,497	25,864	.3878	.3809
Warren	105.7	109.4	3.5	38.1	6.1	2,025,485	52.6	36,977	53,162	584,359	43.5	11,341	15,338	.0392	.0405
Dearborn, Ind.	*37.7*	*39.9*	*5.8*	*13.9*	*7.8*	*610,264*	*55.3*	*30,454*	*43,904*	*222,225*	*51.2*	*11,393*	*15,987*	*.0127*	*.0133*
Boone, Ky.	*51.3*	*54.6*	*6.4*	*19.0*	*9.2*	*848,209*	*49.7*	*32,558*	*44,643*	*832,344*	*65.7*	*28,864*	*43,808*	*.0239*	*.0259*
Campbell, Ky.	*81.8*	*79.8*	*-2.4*	*29.0*	*.0*	*1,359,604*	*48.7*	*31,534*	*46,883*	*479,503*	*36.9*	*12,082*	*16,535*	*.0291*	*.0289*
Kenton, Ky.	*139.5*	*139.8*	*.2*	*51.8*	*2.4*	*2,299,851*	*48.6*	*30,585*	*44,399*	*974,166*	*43.7*	*13,395*	*18,806*	*.0511*	*.0514*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,692.9***	***1,703.1***	***.6***	***644.9***	***2.8***	***30,078,834***	***44.8***	***33,116***	***46,641***	***14,549,043***	***42.8***	***16,249***	***22,560***	***.6943***	***.6885***
CLEVELAND	1,853.3	1,823.2	-1.6	716.2	.5	32,697,865	37.7	33,340	45,655	17,021,230	36.8	17,470	23,766	.8038	.7630
Cuyahoga	1,440.7	1,405.0	-2.5	568.8	-.3	25,332,399	37.0	32,414	44,537	13,893,364	36.6	17,828	24,426	.6351	.6006
Geauga	76.5	77.5	1.3	25.8	4.0	1,489,226	43.5	41,842	57,722	384,383	38.1	11,225	14,899	.0294	.0287
Lake	216.2	216.8	.3	79.7	2.6	3,745,854	35.9	35,467	46,999	2,059,107	38.1	19,193	25,836	.0944	.0896
Medina	119.9	123.9	3.3	41.9	6.1	2,130,386	45.0	37,186	50,845	684,376	34.9	12,841	16,334	.0449	.0441
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,775.4***	***2,730.4***	***-1.6***	***1,056.6***	***.6***	***48,088,946***	***38.1***	***33,138***	***45,513***	***24,108,229***	***37.1***	***16,740***	***22,817***	***1.1697***	***1.1129***
COLUMBUS	1,301.6	1,334.4	2.5	520.2	4.9	23,599,731	48.2	32,109	45,367	12,292,556	44.7	17,126	23,630	.5469	.5525
Delaware	59.8	64.2	7.4	22.6	9.7	1,156,800	56.6	35,849	51,186	329,519	47.4	10,852	14,580	.0218	.0231
Fairfield	98.5	101.2	2.7	36.2	5.2	1,397,890	36.3	29,806	38,616	549,552	37.3	11,633	15,181	.0335	.0320
Franklin	904.4	924.2	2.2	373.3	4.6	17,161,188	49.0	32,284	45,972	10,030,874	45.9	19,268	26,871	.4073	.4134
Licking	126.0	128.9	2.3	48.6	4.7	2,252,830	49.8	32,418	46,355	746,447	37.5	11,696	15,359	.0467	.0468
Madison	34.3	34.7	1.2	12.0	4.3	402,059	29.3	27,038	33,505	201,450	36.1	12,875	16,788	.0110	.0103
Pickaway	46.5	47.5	2.2	15.9	3.2	683,662	45.2	30,579	42,998	298,401	43.1	13,542	18,767	.0160	.0159
Union	32.1	33.7	5.0	11.6	5.5	545,302	51.3	32,758	47,009	136,313	38.2	8,965	11,751	.0106	.0110
DAYTON - SPRINGFIELD	930.8	915.1	-1.7	358.5	.6	17,069,571	44.0	33,262	47,614	7,845,013	39.8	15,755	21,883	.3892	.3805
Clark	145.9	142.3	-2.5	54.6	-.2	2,456,120	43.1	31,368	44,984	957,459	35.2	12,945	17,536	.0552	.0531
Greene	129.5	127.4	-1.6	46.0	.9	2,522,858	45.9	37,918	54,845	890,303	41.8	13,769	19,354	.0523	.0518
Miami	91.0	90.9	-.1	34.5	2.4	1,567,359	45.7	31,922	45,431	633,189	38.8	13,537	18,353	.0348	.0342
Montgomery	564.4	554.5	-1.8	223.4	.5	10,523,334	43.6	32,977	47,105	5,364,062	40.4	17,190	24,011	.2469	.2414
HAMILTON - MIDDLETOWN	273.6	282.1	3.1	102.8	5.7	4,336,191	40.1	31,811	42,181	1,738,742	41.9	12,597	16,914	.0993	.0969
Butler	273.6	282.1	3.1	102.8	5.7	4,336,191	40.1	31,811	42,181	1,738,742	41.9	12,597	16,914	.0993	.0969
LIMA	157.5	156.4	-.7	57.3	1.1	2,442,193	40.7	30,624	42,621	1,357,963	37.9	17,371	23,699	.0621	.0598
Allen	112.8	110.8	-1.8	40.8	.0	1,787,650	40.9	31,093	43,815	1,092,094	38.7	19,294	26,767	.0465	.0449
Auglaize	44.7	45.6	2.0	16.5	3.8	654,543	39.9	29,420	39,669	265,869	34.4	12,438	16,113	.0156	.0149
LORAIN - ELYRIA	273.6	270.0	-1.3	96.8	1.0	4,705,513	43.0	34,360	48,611	1,871,746	40.4	13,913	19,336	.1048	.1022
Lorain	273.6	270.0	-1.3	96.8	1.0	4,705,513	43.0	34,360	48,611	1,871,746	40.4	13,913	19,336	.1048	.1022
MANSFIELD	130.9	129.3	-1.2	49.4	1.0	2,099,639	41.8	30,271	42,503	1,153,655	39.9	16,863	23,353	.0523	.0509
Richland	130.9	129.3	-1.2	49.4	1.0	2,099,639	41.8	30,271	42,503	1,153,655	39.9	16,863	23,353	.0523	.0509
PARKERSBURG - MARIETTA	158.8	158.1	-.4	60.5	1.5	2,352,601	44.2	27,375	38,686	1,295,639	37.6	15,801	21,416	.0595	.0579
Washington	65.9	66.8	1.4	24.6	3.4	928,370	39.7	27,913	37,739	464,396	37.8	14,162	18,878	.0234	.0225
Wood, W. Va.	*92.9*	*91.3*	*-1.7*	*35.9*	*.3*	*1,424,231*	*47.3*	*27,017*	*39,672*	*831,243*	*37.5*	*16,891*	*23,154*	*.0361*	*.0354*
STEUBENVILLE - WEIRTON	155.3	151.5	-2.4	57.7	.0	2,010,941	26.9	27,454	34,852	924,766	28.7	12,458	16,027	.0539	.0481
Jefferson	86.5	84.4	-2.4	32.1	.0	1,139,618	26.0	28,169	35,502	513,591	25.7	12,724	16,000	.0306	.0270
Brooke, W. Va.	*29.5*	*28.8*	*-2.4*	*10.7*	*.0*	*348,985*	*27.9*	*25,501*	*32,615*	*152,943*	*32.3*	*10,800*	*14,294*	*.0094*	*.0084*
Hancock, W. Va.	*39.3*	*38.3*	*-2.5*	*14.9*	*.0*	*522,338*	*28.3*	*27,315*	*35,056*	*258,232*	*32.6*	*13,074*	*17,331*	*.0139*	*.0127*
TOLEDO	614.8	608.9	-1.0	233.3	1.3	10,783,957	42.7	32,816	46,224	6,479,420	40.2	20,073	27,773	.2714	.2644
Fulton	40.3	41.7	3.5	15.0	6.4	744,432	53.3	34,438	49,629	303,417	49.3	14,417	20,228	.0156	.0161
Lucas	462.7	453.1	-2.1	178.3	.2	7,978,953	39.9	32,038	44,750	5,102,568	38.4	20,719	28,618	.2087	.2003
Wood	111.8	114.1	2.1	40.0	4.7	2,060,572	50.5	35,841	51,514	1,073,435	46.7	19,153	26,836	.0471	.0480
YOUNGSTOWN - WARREN	516.9	505.7	-2.2	192.2	.2	8,304,868	36.7	31,666	43,210	3,894,990	35.8	14,944	20,265	.2028	.1910
Mahoning	278.5	271.6	-2.5	103.9	-.3	3,664,104	26.8	27,738	35,266	2,093,238	31.3	15,303	20,147	.1038	.0934
Trumbull	238.4	234.1	-1.8	88.3	.7	4,640,764	45.6	36,332	52,557	1,801,752	41.5	14,516	20,405	.0990	.0976
TOTAL METRO COUNTIES	8,513.1	8,474.2	-.5	3,263.9	1.8	147,799,092	41.6	32,556	45,283	74,291,281	39.5	16,607	22,762	3.5329	3.4297
TOTAL STATE	10,837.3	10,814.5	-.2	4,126.6	2.0	180,855,607	41.3	31,661	43,827	87,268,409	38.7	15,564	21,148	4.3172	4.1798
OKLAHOMA															
ENID	66.0	67.1	1.7	26.7	3.9	1,125,399	42.5	30,721	42,150	553,150	29.1	16,673	20,717	.0275	.0262
Garfield	66.0	67.1	1.7	26.7	3.9	1,125,399	42.5	30,721	42,150	553,150	29.1	16,673	20,717	.0275	.0262

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop (Thous.)	12/31/91 Total Pop (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI		1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household			
								1986	1991			1986	1991	1986	1991
OKLAHOMA (cont.)															
LAWTON	**118.7**	**119.6**	**.8**	**39.4**	**3.4**	**1,756,405**	**46.0**	**31,575**	**44,579**	**825,455**	**35.5**	**15,994**	**20,951**	**.0423**	**.0413**
Comanche	118.7	119.6	.8	39.4	3.4	1,756,405	46.0	31,575	44,579	825,455	35.5	15,994	20,951	.0423	.0413
OKLAHOMA CITY	**993.1**	**1,081.0**	**8.9**	**420.1**	**10.5**	**18,144,861**	**52.3**	**31,351**	**43,192**	**10,942,713**	**43.8**	**20,020**	**26,048**	**.4361**	**.4499**
Canadian	74.6	86.8	16.4	29.9	18.7	1,433,887	63.2	34,871	47,956	559,653	45.4	15,269	18,717	.0286	.0313
Cleveland	162.7	184.4	13.3	68.4	16.7	3,099,554	60.4	32,971	45,315	1,915,892	59.9	20,441	28,010	.0701	.0774
Logan	31.7	35.1	10.7	12.2	8.9	503,461	52.9	29,393	41,267	133,541	36.1	8,763	10,946	.0102	.0105
McClain	25.8	29.9	15.9	10.4	15.6	393,305	58.6	27,552	37,818	157,690	44.8	12,097	15,163	.0085	.0092
Oklahoma	633.8	673.9	6.3	272.9	8.2	11,719,575	48.7	31,240	42,945	7,702,119	40.5	21,726	28,223	.2957	.2977
Pottawatomie	64.5	70.9	9.9	26.3	10.5	995,079	53.9	27,171	37,836	473,818	40.0	14,221	18,016	.0230	.0238
TULSA	**746.5**	**804.7**	**7.8**	**314.5**	**9.6**	**12,911,494**	**47.0**	**30,604**	**41,054**	**5,770,987**	**31.8**	**15,254**	**18,350**	**.2976**	**.2944**
Creek	73.8	84.2	14.1	30.2	14.8	1,195,386	59.4	28,508	39,582	413,439	44.0	10,920	13,690	.0244	.0263
Osage	44.1	47.1	6.8	17.2	6.2	575,369	36.1	26,099	33,452	95,130	24.9	4,700	5,531	.0123	.0117
Rogers	58.7	67.9	15.7	23.6	17.4	971,981	58.4	30,537	41,186	236,421	42.0	8,282	10,018	.0186	.0198
Tulsa	515.8	542.7	5.2	222.4	7.8	9,267,831	43.9	31,202	41,672	4,923,423	30.4	18,297	22,138	.2272	.2198
Wagoner	54.1	62.8	16.1	21.1	17.2	900,927	61.8	30,934	42,698	102,574	43.6	3,968	4,861	.0151	.0168
TOTAL METRO COUNTIES	**1,960.5**	**2,112.4**	**7.7**	**814.6**	**9.6**	**34,267,718**	**49.4**	**30,850**	**42,067**	**18,204,642**	**38.8**	**17,640**	**22,348**	**.8123**	**.8204**
TOTAL STATE	**3,360.4**	**3,573.6**	**6.3**	**1,371.8**	**8.0**	**53,352,281**	**47.6**	**28,452**	**38,892**	**27,111,490**	**37.7**	**15,497**	**19,763**	**1.2829**	**1.2827**
OREGON															
EUGENE - SPRINGFIELD	**266.4**	**259.8**	**-2.5**	**103.9**	**–.4**	**4,024,047**	**43.5**	**26,881**	**38,730**	**1,997,449**	**35.8**	**14,106**	**19,225**	**.0988**	**.0954**
Lane	266.4	259.8	-2.5	103.9	–.4	4,024,047	43.5	26,881	38,730	1,997,449	35.8	14,106	19,225	.0988	.0954
MEDFORD	**141.3**	**146.7**	**3.8**	**56.1**	**5.5**	**1,972,445**	**47.0**	**25,227**	**35,159**	**1,097,817**	**38.6**	**14,891**	**19,569**	**.0502**	**.0498**
Jackson	141.3	146.7	3.8	56.1	5.5	1,972,445	47.0	25,227	35,159	1,097,817	38.6	14,891	19,569	.0502	.0498
PORTLAND	**1,159.3**	**1,188.3**	**2.5**	**474.1**	**3.9**	**23,647,737**	**58.1**	**32,756**	**49,879**	**11,714,090**	**48.8**	**17,240**	**24,708**	**.5060**	**.5330**
Clackamas	256.7	265.1	3.3	96.2	4.9	4,875,431	56.2	34,035	50,680	1,816,724	47.0	13,480	18,885	.0986	.1029
Multnomah	567.2	565.7	–.3	240.2	.8	10,725,849	52.3	29,544	44,654	6,251,914	44.8	18,106	26,028	.2524	.2573
Washington	276.3	296.6	7.3	115.9	9.8	7,146,942	70.0	39,801	61,665	3,250,405	58.5	19,424	28,045	.1349	.1520
Yamhill	59.1	60.9	3.0	21.8	4.8	899,515	53.5	28,164	41,262	395,047	48.3	12,809	18,121	.0201	.0208
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,371.4*	*1,413.5*	*3.1*	*560.4*	*4.6*	*27,288,973*	*56.9*	*32,454*	*48,696*	*12,920,624*	*48.1*	*16,284*	*23,056*	*.5817*	*.6100*
SALEM	**262.2**	**268.5**	**2.4**	**101.0**	**3.9**	**3,698,461**	**45.1**	**26,224**	**36,618**	**1,690,354**	**36.5**	**12,742**	**16,736**	**.0897**	**.0878**
Marion	215.9	221.9	2.8	83.6	4.4	3,079,177	46.1	26,314	36,832	1,570,175	37.4	14,271	18,782	.0765	.0753
Polk	46.3	46.6	.6	17.4	1.8	619,284	40.4	25,800	35,591	120,179	25.9	5,582	6,907	.0132	.0125
TOTAL METRO COUNTIES	**1,829.2**	**1,863.3**	**1.9**	**735.1**	**3.4**	**33,342,690**	**54.0**	**30,438**	**45,358**	**16,499,710**	**45.1**	**15,990**	**22,446**	**.7447**	**.7660**
TOTAL STATE	**2,726.8**	**2,772.6**	**1.7**	**1,081.1**	**3.1**	**45,491,181**	**51.0**	**28,727**	**42,079**	**22,689,766**	**43.0**	**15,135**	**20,988**	**1.0519**	**1.0660**
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	**660.7**	**677.1**	**2.5**	**265.2**	**4.8**	**11,650,036**	**39.9**	**32,916**	**43,929**	**5,630,397**	**39.5**	**15,949**	**21,232**	**.2760**	**.2677**
Carbon	54.4	55.0	1.1	22.0	3.3	760,199	34.8	26,482	34,555	230,955	26.9	8,546	10,498	.0177	.0164
Lehigh	281.7	287.7	2.1	115.6	4.5	5,684,375	45.7	35,286	49,173	3,293,014	44.2	20,647	28,486	.1350	.1350
Northampton	235.0	241.3	2.7	92.9	5.1	3,491,454	31.6	30,002	37,583	1,302,207	29.1	11,410	14,017	.0842	.0778
Warren, N. J.	*89.6*	*93.1*	*3.9*	*34.7*	*6.1*	*1,714,008*	*41.8*	*36,966*	*49,395*	*804,421*	*43.4*	*17,152*	*23,182*	*.0391*	*.0385*
ALTOONA	**135.4**	**133.5**	**–1.4**	**51.6**	**1.0**	**1,840,232**	**35.4**	**26,599**	**35,663**	**1,095,826**	**36.7**	**15,687**	**21,237**	**.0501**	**.0474**
Blair	135.4	133.5	–1.4	51.6	1.0	1,840,232	35.4	26,599	35,663	1,095,826	36.7	15,687	21,237	.0501	.0474
BEAVER COUNTY	**194.6**	**189.8**	**–2.5**	**71.7**	**.0**	**3,102,151**	**32.8**	**32,576**	**43,266**	**1,114,114**	**27.6**	**12,175**	**15,539**	**.0729**	**.0666**
Beaver	194.6	189.8	–2.5	71.7	.0	3,102,151	32.8	32,576	43,266	1,114,114	27.6	12,175	15,539	.0729	.0666
ERIE	**281.9**	**280.9**	**–.4**	**104.7**	**1.9**	**4,541,008**	**40.9**	**31,386**	**43,372**	**2,058,855**	**37.3**	**14,605**	**19,664**	**.1077**	**.1038**
Erie	281.9	280.9	–.4	104.7	1.9	4,541,008	40.9	31,386	43,372	2,058,855	37.3	14,605	19,664	.1077	.1038
HARRISBURG - LEBANON - CARLISLE	**580.9**	**596.5**	**2.7**	**234.3**	**5.2**	**10,758,373**	**44.3**	**33,463**	**45,917**	**5,985,913**	**43.7**	**18,696**	**25,549**	**.2575**	**.2561**
Cumberland	189.9	197.1	3.8	75.6	6.3	3,871,059	48.2	36,744	51,204	2,535,796	46.7	24,312	33,542	.0948	.0962
Dauphin	238.1	240.8	1.1	99.1	3.7	4,672,029	45.0	33,707	47,145	2,327,000	43.3	16,989	23,481	.1065	.1059
Lebanon	112.8	115.5	2.4	43.5	4.8	1,647,659	34.5	29,509	37,877	953,197	38.5	16,590	21,913	.0438	.0417
Perry	40.1	43.1	7.5	16.1	10.3	567,626	43.3	27,129	35,256	169,920	36.8	8,510	10,554	.0124	.0123
JOHNSTOWN	**259.3**	**255.8**	**–1.3**	**95.8**	**1.1**	**2,790,630**	**19.6**	**24,607**	**29,130**	**1,209,847**	**16.0**	**11,004**	**12,629**	**.0818**	**.0695**
Cambria	176.3	171.9	–2.5	64.1	.0	1,886,347	17.9	24,956	29,428	853,383	14.4	11,642	13,313	.0566	.0474
Somerset	83.0	83.9	1.1	31.7	3.3	904,283	23.4	23,878	28,526	356,464	20.1	9,671	11,245	.0252	.0221
LANCASTER	**389.1**	**406.5**	**4.5**	**150.6**	**7.0**	**6,817,054**	**47.1**	**32,938**	**45,266**	**3,569,309**	**46.7**	**17,297**	**23,701**	**.1592**	**.1614**
Lancaster	389.1	406.5	4.5	150.6	7.0	6,817,054	47.1	32,938	45,266	3,569,309	46.7	17,297	23,701	.1592	.1614
PHILADELPHIA	**4,827.4**	**4,884.2**	**1.2**	**1,833.8**	**3.4**	**90,791,573**	**43.0**	**35,793**	**49,510**	**44,273,356**	**42.3**	**17,551**	**24,143**	**2.0940**	**2.0623**
Bucks	518.4	543.6	4.9	194.4	7.3	10,137,309	46.8	38,140	52,147	5,496,615	46.7	20,687	28,275	.2348	.2380
Chester	337.9	353.0	4.5	128.5	7.2	7,772,795	49.8	43,290	60,489	2,652,100	48.1	14,939	20,639	.1512	.1553
Delaware	556.5	556.2	–.1	209.4	2.2	10,860,894	41.7	37,429	51,867	5,638,779	40.7	19,572	26,928	.2557	.2493
Montgomery	667.1	682.5	2.3	258.0	4.8	15,475,527	44.9	43,363	59,983	8,946,565	44.0	25,226	34,677	.3603	.3597
Philadelphia	1,645.1	1,604.4	–2.5	633.5	–.3	25,431,742	39.8	28,636	40,145	11,619,075	38.0	13,254	18,341	.6116	.5852
Burlington, N. J.	*394.2*	*414.2*	*5.1*	*142.6*	*7.7*	*8,107,470*	*44.7*	*42,332*	*56,855*	*3,303,647*	*43.6*	*17,379*	*23,167*	*.1732*	*.1731*
Camden, N. J.	*489.1*	*498.4*	*1.9*	*185.7*	*4.3*	*9,021,717*	*39.4*	*36,340*	*48,582*	*4,588,783*	*41.0*	*18,279*	*24,711*	*.2148*	*.2086*
Gloucester, N. J.	*219.1*	*231.9*	*5.8*	*81.7*	*8.4*	*3,984,119*	*44.4*	*36,595*	*48,765*	*2,027,792*	*46.3*	*18,389*	*24,820*	*.0924*	*.0931*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,834.2*	*5,917.8*	*1.4*	*2,210.9*	*3.7*	*110,936,841*	*43.3*	*36,321*	*50,177*	*53,938,959*	*42.3*	*17,772*	*24,397*	*2.5485*	*2.5138*
PITTSBURGH	**2,139.6**	**2,103.4**	**–1.7**	**839.6**	**.5**	**35,177,770**	**33.8**	**31,461**	**41,898**	**15,713,324**	**30.0**	**14,467**	**18,715**	**.8623**	**.7951**
Allegheny	1,380.0	1,345.8	–2.5	548.8	–.3	24,088,875	34.1	32,652	43,894	11,223,221	31.6	15,502	20,450	.5882	.5436

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE **S&MM METRO AREA** County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
PENNSYLVANIA (Pittsburgh, cont.)															
Fayette	160.1	159.8	–.2	61.2	2.2	1,743,055	23.7	23,523	28,481	794,022	16.7	11,356	12,974	.0506	.0440
Washington	214.9	211.8	–1.4	81.2	.6	3,428,121	36.1	31,206	42,218	1,222,639	27.6	11,877	15,057	.0793	.0737
Westmoreland	384.6	386.0	.4	148.4	2.6	5,917,719	34.8	30,355	39,877	2,473,442	29.0	13,263	16,667	.1442	.1338
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,334.2***	***2,293.2***	***–1.8***	***911.3***	***.5***	***38,279,921***	***33.7***	***31,549***	***42,006***	***16,827,438***	***29.8***	***14,286***	***18,465***	***.9352***	***.8617***
READING	**323.7**	**330.6**	**2.1**	**131.1**	**4.5**	**5,660,031**	**42.7**	**31,635**	**43,173**	**3,210,843**	**42.8**	**17,935**	**24,492**	**.1390**	**.1369**
Berks	323.7	330.6	2.1	131.1	4.5	5,660,031	42.7	31,635	43,173	3,210,843	42.8	17,935	24,492	.1390	.1369
SCRANTON - WILKES-BARRE	**731.2**	**741.6**	**1.4**	**289.4**	**3.8**	**10,999,633**	**42.9**	**27,627**	**38,008**	**5,666,148**	**40.3**	**14,495**	**19,579**	**.2713**	**.2657**
Columbia	63.0	63.1	.2	23.6	2.2	912,002	41.9	27,827	38,644	363,762	34.3	11,727	15,414	.0214	.0205
Lackawanna	223.4	219.9	–1.6	85.6	.6	3,304,422	38.9	27,949	38,603	1,840,923	38.2	15,656	21,506	.0854	.0816
Luzerne	333.1	335.2	.6	132.2	3.0	4,912,300	41.9	26,962	37,158	2,577,778	41.3	14,211	19,499	.1225	.1198
Monroe	82.9	93.0	12.2	36.9	15.3	1,448,950	55.0	29,216	39,267	720,772	44.5	15,588	19,533	.0326	.0342
Wyoming	28.8	30.4	5.6	11.1	9.9	421,959	49.8	27,882	38,014	162,913	44.2	11,184	14,677	.0094	.0096
SHARON	**126.6**	**124.4**	**–1.7**	**46.8**	**.6**	**1,655,576**	**26.0**	**28,251**	**35,376**	**699,483**	**20.7**	**12,461**	**14,946**	**.0441**	**.0388**
Mercer	126.6	124.4	–1.7	46.8	.6	1,655,576	26.0	28,251	35,376	699,483	20.7	12,461	14,946	.0441	.0388
STATE COLLEGE	**115.9**	**117.1**	**1.0**	**40.6**	**3.8**	**1,523,565**	**36.7**	**28,514**	**37,526**	**783,047**	**31.6**	**15,218**	**19,287**	**.0403**	**.0379**
Centre	115.9	117.1	1.0	40.6	3.8	1,523,565	36.7	28,514	37,526	783,047	31.6	15,218	19,287	.0403	.0379
WILLIAMSPORT	**118.3**	**116.7**	**–1.4**	**44.3**	**.9**	**1,689,222**	**38.0**	**27,887**	**38,131**	**851,409**	**33.6**	**14,516**	**19,219**	**.0433**	**.0408**
Lycoming	118.3	116.7	–1.4	44.3	.9	1,689,222	38.0	27,887	38,131	851,409	33.6	14,516	19,219	.0433	.0408
YORK	**397.5**	**406.9**	**2.4**	**156.2**	**4.8**	**6,727,200**	**42.4**	**31,680**	**43,068**	**2,730,978**	**37.3**	**13,345**	**17,484**	**.1524**	**.1484**
Adams	70.7	71.8	1.6	26.1	4.0	1,088,148	42.8	30,350	41,691	337,029	39.9	9,597	12,913	.0235	.0230
York	326.8	335.1	2.5	130.1	4.9	5,639,052	42.3	31,949	43,344	2,393,949	36.9	14,104	18,401	.1289	.1254
TOTAL METRO COUNTIES	**10,090.1**	**10,127.4**	**.4**	**3,911.0**	**2.7**	**172,896,740**	**40.1**	**32,397**	**44,208**	**83,868,406**	**38.3**	**15,919**	**21,444**	**4.1324**	**3.9851**
TOTAL STATE	**11,953.5**	**12,009.9**	**.5**	**4,620.8**	**2.8**	**197,918,129**	**39.5**	**31,552**	**42,832**	**94,742,936**	**37.4**	**15,335**	**20,504**	**4.7633**	**4.5771**
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**894.9**	**911.9**	**1.9**	**341.3**	**3.8**	**16,149,786**	**43.4**	**34,268**	**47,318**	**7,947,508**	**43.0**	**16,912**	**23,286**	**.3755**	**.3712**
Bristol	47.6	47.9	.6	16.3	1.9	817,754	37.6	37,157	50,169	263,071	38.4	11,881	16,139	.0177	.0171
Kent	162.3	167.3	3.1	61.3	5.0	3,221,113	45.5	37,913	52,547	1,833,146	44.4	21,733	29,905	.0763	.0764
Providence	581.3	585.9	.8	224.3	2.7	10,121,807	42.0	32,648	45,126	4,736,319	41.2	15,367	21,116	.2355	.2303
Washington	103.7	110.8	6.8	39.4	9.4	1,989,112	49.7	36,899	50,485	1,114,972	49.6	20,698	28,299	.0460	.0474
TOTAL METRO COUNTIES	**894.9**	**911.9**	**1.9**	**341.3**	**3.8**	**16,149,786**	**43.4**	**34,268**	**47,318**	**7,947,508**	**43.0**	**16,912**	**23,286**	**.3755**	**.3712**
TOTAL STATE	**980.5**	**998.7**	**1.9**	**372.8**	**3.8**	**17,925,689**	**43.7**	**34,744**	**48,084**	**8,867,373**	**43.1**	**17,259**	**23,786**	**.4157**	**.4116**
SOUTH CAROLINA															
ANDERSON	**146.6**	**155.2**	**5.9**	**59.5**	**8.4**	**2,161,225**	**50.4**	**26,176**	**36,323**	**1,045,109**	**44.9**	**13,140**	**17,565**	**.0508**	**.0520**
Anderson	146.6	155.2	5.9	59.5	8.4	2,161,225	50.4	26,176	36,323	1,045,109	44.9	13,140	17,565	.0508	.0520
CHARLESTON	**493.7**	**532.1**	**7.8**	**186.7**	**10.1**	**7,057,675**	**49.3**	**27,882**	**37,802**	**3,957,064**	**45.2**	**16,082**	**21,195**	**.1752**	**.1798**
Berkeley	127.7	149.3	16.9	50.5	19.7	1,770,564	59.9	26,237	35,061	445,436	60.6	6,572	8,821	.0347	.0387
Charleston	288.0	291.7	1.3	104.7	3.7	4,154,230	43.1	28,740	39,677	3,079,102	42.4	21,415	29,409	.1163	.1147
Dorchester	78.0	91.1	16.8	31.5	19.8	1,132,881	58.2	27,228	35,964	432,526	51.4	10,860	13,731	.0242	.0264
CHARLOTTE - GASTONIA - ROCK HILL	**1,071.6**	**1,140.3**	**6.4**	**434.2**	**8.9**	**19,011,601**	**51.1**	**31,563**	**43,785**	**10,637,739**	**49.8**	**17,811**	**24,500**	**.4433**	**.4603**
York	123.0	134.6	9.4	48.3	12.1	2,094,638	58.6	30,634	43,367	1,048,203	55.8	15,607	21,702	.0459	.0496
Cabarrus, N. C.	*94.1*	*100.0*	*6.3*	*37.7*	*8.6*	*1,622,476*	*52.2*	*30,714*	*43,036*	*855,427*	*50.3*	*16,402*	*22,690*	*.0371*	*.0388*
Gaston, N. C.	*173.8*	*181.0*	*4.1*	*67.0*	*6.5*	*2,909,072*	*49.4*	*30,947*	*43,419*	*1,436,936*	*47.5*	*15,493*	*21,447*	*.0668*	*.0681*
Lincoln, N. C.	*47.6*	*51.0*	*7.1*	*19.0*	*9.2*	*787,012*	*52.5*	*29,662*	*41,422*	*253,622*	*48.5*	*9,816*	*13,349*	*.0160*	*.0167*
Mecklenburg, N. C.	*447.9*	*477.9*	*6.7*	*189.6*	*9.3*	*8,708,672*	*50.4*	*33,378*	*45,932*	*5,537,551*	*49.8*	*21,301*	*29,206*	*.2090*	*.2169*
Rowan, N. C.	*104.7*	*108.2*	*3.3*	*42.3*	*6.3*	*1,674,319*	*47.2*	*28,576*	*39,582*	*959,708*	*46.2*	*16,494*	*22,608*	*.0411*	*.0415*
Union, N. C.	*80.5*	*87.6*	*8.8*	*30.3*	*11.4*	*1,215,412*	*51.2*	*29,557*	*40,113*	*546,292*	*51.7*	*13,239*	*18,029*	*.0274*	*.0287*
COLUMBIA	**449.0**	**477.2**	**6.3**	**175.5**	**9.1**	**8,213,336**	**55.4**	**32,843**	**46,800**	**4,025,719**	**51.3**	**16,540**	**22,939**	**.1797**	**.1897**
Lexington	167.3	186.4	11.4	70.0	14.0	3,085,884	60.5	31,316	44,084	1,173,774	58.1	12,093	16,768	.0612	.0670
Richland	281.7	290.8	3.2	105.5	6.0	5,127,452	52.5	33,785	48,601	2,851,945	48.6	19,285	27,033	.1185	.1227
FLORENCE	**120.6**	**126.2**	**4.6**	**44.9**	**6.9**	**1,532,603**	**46.4**	**24,932**	**34,134**	**1,053,936**	**46.2**	**17,163**	**23,473**	**.0422**	**.0426**
Florence	120.6	126.2	4.6	44.9	6.9	1,532,603	46.4	24,932	34,134	1,053,936	46.2	17,163	23,473	.0422	.0426
GREENVILLE - SPARTANBURG	**616.7**	**646.5**	**4.8**	**247.1**	**7.5**	**9,128,432**	**46.0**	**27,214**	**36,942**	**5,351,632**	**45.7**	**15,985**	**21,658**	**.2300**	**.2323**
Greenville	312.0	327.5	5.0	127.3	7.6	4,457,276	41.1	26,697	35,014	3,076,124	44.1	18,041	24,164	.1219	.1209
Pickens	87.6	92.9	6.1	33.4	9.2	1,395,074	55.0	29,421	41,769	540,804	48.8	11,876	16,192	.0296	.0311
Spartanburg	217.1	226.1	4.1	86.4	6.8	3,276,082	49.2	27,137	37,918	1,734,704	47.5	14,533	20,078	.0785	.0803
TOTAL METRO COUNTIES	**2,068.9**	**2,200.4**	**6.4**	**811.6**	**8.9**	**32,240,893**	**50.8**	**28,695**	**39,725**	**17,320,510**	**47.8**	**15,731**	**21,341**	**.7667**	**.7918**
TOTAL STATE	**3,436.4**	**3,638.2**	**5.9**	**1,331.0**	**8.6**	**50,076,058**	**50.5**	**27,135**	**37,623**	**27,096,013**	**48.3**	**14,904**	**20,358**	**1.2117**	**1.2497**
SOUTH DAKOTA															
RAPID CITY	**77.3**	**81.7**	**5.7**	**31.6**	**8.2**	**1,431,126**	**50.8**	**32,501**	**45,289**	**915,854**	**46.0**	**21,490**	**28,983**	**.0350**	**.0361**
Pennington	77.3	81.7	5.7	31.6	8.2	1,431,126	50.8	32,501	45,289	915,854	46.0	21,490	28,983	.0350	.0361
SIOUX FALLS	**125.2**	**135.4**	**8.1**	**54.1**	**11.1**	**2,725,902**	**58.1**	**35,410**	**50,386**	**1,312,014**	**44.6**	**18,632**	**24,252**	**.0577**	**.0607**
Minnehaha	125.2	135.4	8.1	54.1	11.1	2,725,902	58.1	35,410	50,386	1,312,014	44.6	18,632	24,252	.0577	.0607
TOTAL METRO COUNTIES	**202.5**	**217.1**	**7.2**	**85.7**	**10.0**	**4,157,028**	**55.5**	**34,319**	**48,507**	**2,227,868**	**45.1**	**19,704**	**25,996**	**.0927**	**.0968**
TOTAL STATE	**721.1**	**738.7**	**2.4**	**276.5**	**4.2**	**10,886,906**	**43.6**	**28,571**	**39,374**	**5,520,070**	**39.3**	**14,930**	**19,964**	**.2670**	**.2625**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

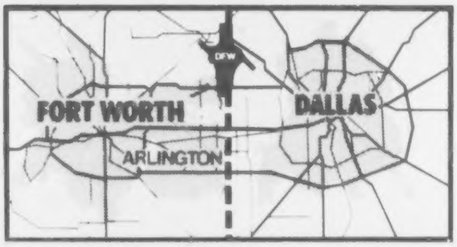
S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	EFFECTIVE BUYING INCOME 1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	RETAIL SALES 1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	BUYING POWER INDEX 1986	BUYING POWER INDEX 1991
TENNESSEE															
CHATTANOOGA	433.2	435.0	.4	166.1	2.6	6,204,925	40.7	27,241	37,357	3,870,204	40.3	17,038	23,300	.1656	.1609
Hamilton	288.9	287.8	−.4	112.7	1.8	4,393,403	41.1	28,131	38,983	2,965,098	40.1	19,122	26,310	.1190	.1155
Marion	25.5	26.2	2.7	9.8	5.4	317,459	46.0	23,387	32,394	141,666	44.9	10,509	14,456	.0077	.0078
Sequatchie	9.1	9.4	3.3	3.5	6.1	106,216	49.7	21,496	30,347	52,382	47.3	10,778	14,966	.0026	.0027
Catoosa, Ga.	40.3	42.5	5.5	15.2	7.0	541,984	41.4	27,002	35,657	348,115	43.8	17,042	22,902	.0147	.0146
Dade, Ga.	12.8	12.9	.8	4.2	.0	129,222	31.0	23,482	30,767	49,001	25.4	9,307	11,667	.0035	.0032
Walker, Ga.	56.6	56.2	−.7	20.7	2.5	716,641	36.3	26,026	34,620	313,942	38.2	11,246	15,166	.0181	.0171
CLARKSVILLE - HOPKINSVILLE	158.9	162.4	2.2	54.5	4.8	2,218,518	50.8	28,298	40,707	1,131,961	46.6	14,848	20,770	.0533	.0546
Montgomery	91.4	96.1	5.1	33.9	7.6	1,311,804	52.1	27,374	38,696	711,064	49.3	15,120	20,975	.0316	.0329
Christian, Ky.	67.5	66.3	−1.8	20.6	.5	906,714	48.8	29,718	44,015	420,897	42.3	14,431	20,432	.0217	.0217
JACKSON	78.2	80.4	2.8	31.0	5.1	1,200,166	50.1	27,096	38,715	950,712	46.8	21,953	30,668	.0329	.0337
Madison	78.2	80.4	2.8	31.0	5.1	1,200,166	50.1	27,096	38,715	950,712	46.8	21,953	30,668	.0329	.0337
JOHNSON CITY - KINGSPORT - BRISTOL	450.1	459.6	2.1	174.3	3.9	6,537,032	46.2	26,658	37,504	3,557,806	44.0	14,729	20,412	.1622	.1621
Carter	51.4	52.0	1.2	20.4	3.6	637,296	46.7	22,058	31,240	200,499	38.8	7,333	9,828	.0144	.0142
Hawkins	47.1	49.1	4.2	18.2	5.8	730,736	56.2	27,200	40,150	207,944	50.3	8,045	11,425	.0144	.0152
Sullivan	147.6	149.4	1.2	59.2	3.5	2,435,390	47.7	28,819	41,138	1,538,573	44.5	18,613	25,989	.0615	.0617
Unicoi	16.8	17.1	1.8	6.7	4.7	228,773	49.8	23,857	34,145	53,548	36.6	6,124	7,992	.0048	.0048
Washington	93.6	96.6	3.2	36.5	5.8	1,301,108	44.5	26,106	35,647	893,945	44.5	17,931	24,492	.0354	.0353
Bristol city, Va.	18.4	17.9	−2.7	7.3	.0	248,362	33.2	25,539	34,022	319,856	45.3	30,160	43,816	.0091	.0088
Scott, Va.	25.6	25.9	1.2	8.9	1.1	346,714	45.0	27,180	38,957	155,128	41.5	12,457	17,430	.0084	.0083
Washington, Va.	49.6	51.6	4.0	17.1	3.0	608,653	38.1	26,553	35,594	188,313	39.4	8,136	11,012	.0142	.0138
KNOXVILLE	599.3	620.5	3.5	244.7	5.9	9,540,271	49.0	27,698	38,988	6,737,772	46.5	19,905	27,535	.2498	.2546
Anderson	70.1	71.5	2.0	28.1	4.1	1,250,600	49.2	31,035	44,505	634,572	45.7	16,136	22,583	.0285	.0290
Blount	83.9	88.1	5.0	34.1	7.6	1,273,774	50.1	26,767	37,354	849,263	48.5	18,039	24,905	.0327	.0337
Grainger	17.4	17.8	2.3	6.6	4.8	156,130	35.2	18,331	23,656	29,539	31.4	3,568	4,476	.0038	.0037
Jefferson	34.0	36.0	5.9	13.2	8.2	521,869	59.0	26,907	39,536	139,391	48.0	7,720	10,560	.0102	.0107
Knox	331.7	338.4	2.0	136.5	4.4	5,551,231	47.9	28,714	40,668	4,447,826	45.3	23,428	32,585	.1524	.1540
Sevier	49.5	55.3	11.7	21.0	13.5	660,099	53.5	23,248	31,433	607,637	54.3	21,286	28,935	.0193	.0206
Union	12.7	13.4	5.5	5.2	10.6	126,568	44.1	18,694	24,340	29,544	47.7	4,257	5,682	.0029	.0029
MEMPHIS	956.6	979.1	2.4	358.5	4.7	14,976,938	48.5	29,448	41,777	9,609,297	44.9	19,371	26,804	.3825	.3866
Shelby	807.4	821.4	1.7	304.7	4.1	13,004,099	48.1	30,009	42,678	8,609,556	45.1	20,273	28,256	.3343	.3372
Tipton	35.5	37.2	4.8	13.0	7.4	414,094	45.8	23,471	31,853	144,380	36.0	8,776	11,106	.0098	.0098
Crittenden, Ark.	50.1	49.8	−.6	16.9	1.2	538,983	36.3	23,680	31,892	559,460	38.9	24,115	33,104	.0189	.0181
De Soto, Miss.	63.6	70.7	11.2	23.9	14.4	1,019,762	64.5	29,665	42,668	295,901	56.0	9,074	12,381	.0195	.0215
NASHVILLE	936.4	995.8	6.3	378.3	8.5	17,811,447	56.0	32,753	47,083	9,209,090	48.9	17,735	24,343	.3942	.4153
Cheatham	26.6	30.2	13.5	10.4	16.9	396,787	60.5	27,779	38,153	109,318	60.1	7,674	10,511	.0078	.0086
Davidson	494.9	505.5	2.1	204.9	4.6	9,683,328	50.4	32,863	47,259	6,450,061	46.6	22,461	31,479	.2381	.2434
Dickson	33.3	35.7	7.2	13.1	8.3	503,077	53.9	27,015	38,403	233,388	50.9	12,786	17,816	.0113	.0120
Robertson	41.0	43.6	6.3	15.4	7.7	601,791	53.2	27,462	39,077	207,998	46.4	9,933	13,506	.0128	.0133
Rutherford	103.1	116.7	13.2	42.1	16.3	2,169,628	72.4	34,763	51,535	792,606	59.8	13,702	18,827	.0396	.0456
Sumner	97.7	105.5	8.0	37.0	10.4	1,695,370	57.2	32,189	45,821	583,954	54.0	11,319	15,783	.0338	.0362
Williamson	73.4	85.0	15.8	29.0	18.4	1,622,281	67.9	39,427	55,941	462,817	51.6	12,459	15,959	.0285	.0319
Wilson	66.4	73.6	10.8	26.4	13.3	1,139,185	59.7	30,622	43,151	368,948	54.6	10,244	13,975	.0223	.0243
TOTAL METRO COUNTIES	3,228.2	3,339.0	3.4	1,272.6	5.7	53,432,262	50.3	29,536	41,987	32,416,229	46.0	18,443	25,472	1.3124	1.3407
TOTAL STATE	4,852.5	5,012.1	3.3	1,898.9	5.6	74,273,534	49.6	27,606	39,114	41,988,003	45.6	16,038	22,112	1.8173	1.8489
TEXAS															
ABILENE	123.1	131.3	6.7	48.1	9.1	1,935,931	46.8	29,904	40,248	1,709,692	47.9	26,207	35,545	.0557	.0570
Taylor	123.1	131.3	6.7	48.1	9.1	1,935,931	46.8	29,904	40,248	1,709,692	47.9	26,207	35,545	.0557	.0570
AMARILLO	198.3	215.4	8.6	83.5	10.6	3,620,446	49.2	32,146	43,359	1,952,493	38.1	18,727	23,383	.0859	.0866
Potter	106.5	111.4	4.6	43.9	6.0	1,484,748	37.8	26,032	33,821	1,392,754	36.9	24,582	31,726	.0475	.0459
Randall	91.8	104.0	13.3	39.6	16.1	2,135,698	58.3	39,569	53,932	559,739	41.3	11,618	14,135	.0384	.0407
AUSTIN	732.9	860.4	17.4	336.5	20.3	15,880,155	66.7	34,055	47,192	7,114,503	50.5	16,907	21,143	.3162	.3523
Hays	56.4	66.2	17.4	22.0	20.9	965,294	69.0	31,378	43,877	345,832	49.2	12,739	15,720	.0189	.0213
Travis	560.5	655.8	17.0	268.6	20.3	12,782,131	67.2	34,247	47,588	6,098,150	50.5	18,158	22,703	.2567	.2860
Williamson	116.0	138.4	19.3	45.9	19.8	2,132,730	62.8	34,208	46,465	670,521	51.0	11,596	14,608	.0406	.0450
BEAUMONT - PORT ARTHUR	393.6	401.6	2.0	145.6	3.5	6,603,894	40.4	33,427	45,356	3,256,449	32.1	17,524	22,366	.1614	.1541
Hardin	46.1	49.7	7.8	16.7	7.7	679,446	42.7	30,716	40,685	231,780	29.0	11,588	13,879	.0154	.0151
Jefferson	257.9	259.1	.5	96.2	1.8	4,339,074	38.2	33,233	45,105	2,318,318	29.4	18,964	24,099	.1102	.1034
Orange	89.6	92.8	3.6	32.7	6.5	1,585,374	45.9	35,394	48,482	706,351	43.0	16,088	21,601	.0358	.0356
BRAZORIA	205.8	231.5	12.5	76.7	14.1	4,268,725	56.1	40,684	55,655	1,359,969	42.1	14,238	17,731	.0823	.0868
Brazoria	205.8	231.5	12.5	76.7	14.1	4,268,725	56.1	40,684	55,655	1,359,969	42.1	14,238	17,731	.0823	.0868
BROWNSVILLE - HARLINGEN	251.7	279.8	11.2	80.8	12.5	2,625,766	51.5	24,144	32,497	2,002,734	47.8	18,875	24,786	.0773	.0808
Cameron	251.7	279.8	11.2	80.8	12.5	2,625,766	51.5	24,144	32,497	2,002,734	47.8	18,875	24,786	.0773	.0808
BRYAN - COLLEGE STATION	120.9	140.3	16.0	52.9	20.0	2,344,964	69.2	31,422	44,328	1,307,663	59.2	18,624	24,720	.0498	.0567
Brazos	120.9	140.3	16.0	52.9	20.0	2,344,964	69.2	31,422	44,328	1,307,663	59.2	18,624	24,720	.0498	.0567
CORPUS CHRISTI	365.6	390.0	6.7	130.4	8.6	5,452,783	45.9	31,129	41,816	3,174,526	37.7	19,191	24,345	.1396	.1387
Nueces	302.0	323.4	7.1	109.2	8.8	4,645,106	47.0	31,471	42,538	2,772,670	37.7	20,051	25,391	.1187	.1185
San Patricio	63.6	66.6	4.7	21.2	7.6	807,677	39.5	29,383	38,098	401,856	37.8	14,808	18,955	.0209	.0202
DALLAS	2,378.0	2,666.3	12.1	1,017.6	14.3	52,789,885	56.9	37,769	51,877	25,242,624	46.3	19,380	24,806	1.1108	1.1782
Collin	211.9	251.7	18.8	82.8	19.8	5,347,111	68.1	46,026	64,579	2,089,514	65.9	18,229	25,236	.0964	.1112

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
TEXAS (Dallas, cont.)															
Dallas	1,810.0	1,995.1	10.2	788.3	12.9	39,850,137	54.3	36,994	50,552	20,804,802	44.5	20,623	26,392	.8747	.9128
Denton	205.5	243.6	18.5	86.7	20.1	4,889,992	67.1	40,534	56,401	1,406,254	47.8	13,181	16,220	.0853	.0957
Ellis	76.0	88.1	15.9	29.6	16.5	1,319,116	60.1	32,445	44,565	447,495	46.6	12,021	15,118	.0264	.0285
Kaufman	50.3	58.5	16.3	19.7	15.2	819,847	56.5	30,644	41,617	354,461	43.2	14,479	17,993	.0180	.0191
Rockwall	24.3	29.3	20.6	10.5	22.1	563,682	59.8	41,018	53,684	140,098	45.3	11,212	13,343	.0100	.0109
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,603.8***	***4,086.6***	***13.4***	***1,551.0***	***15.5***	***78,640,885***	***58.4***	***36,977***	***50,703***	***37,813,511***	***47.7***	***19,071***	***24,380***	***1.6493***	***1.7671***
EL PASO	**557.1**	**608.0**	**9.1**	**183.4**	**10.5**	**6,991,257**	**49.2**	**28,241**	**38,120**	**3,339,429**	**35.3**	**14,880**	**18,208**	**.1745**	**.1760**
El Paso	557.1	608.0	9.1	183.4	10.5	6,991,257	49.2	28,241	38,120	3,339,429	35.3	14,880	18,208	.1745	.1760
FORT WORTH - ARLINGTON	**1,225.8**	**1,420.3**	**15.9**	**533.4**	**18.1**	**25,851,000**	**61.6**	**35,417**	**48,465**	**12,570,887**	**50.7**	**18,462**	**23,567**	**.5385**	**.5889**
Johnson	93.4	109.5	17.2	38.2	17.9	1,701,138	60.4	32,738	44,532	667,508	53.8	13,397	17,474	.0343	.0377
Parker	59.1	69.0	16.8	24.9	18.0	1,105,398	61.0	32,535	44,393	320,106	43.7	10,560	12,856	.0208	.0228
Tarrant	1,073.3	1,241.8	15.7	470.3	18.1	23,044,464	61.7	35,788	48,999	11,583,273	50.8	19,292	24,630	.4834	.5284
GALVESTON - TEXAS CITY	**218.9**	**234.5**	**7.1**	**86.3**	**8.8**	**4,082,018**	**47.5**	**34,899**	**47,300**	**1,887,265**	**41.5**	**16,817**	**21,869**	**.0916**	**.0924**
Galveston	218.9	234.5	7.1	86.3	8.8	4,082,018	47.5	34,899	47,300	1,887,265	41.5	16,817	21,869	.0916	.0924
HOUSTON	**3,232.2**	**3,567.9**	**10.4**	**1,325.0**	**12.3**	**64,794,023**	**48.8**	**36,913**	**48,901**	**29,704,390**	**36.2**	**18,485**	**22,418**	**1.4387**	**1.4510**
Fort Bend	202.5	241.7	19.4	77.9	21.9	4,424,254	62.0	42,729	56,794	880,809	46.3	9,422	11,307	.0746	.0825
Harris	2,770.0	3,025.4	9.2	1,147.1	11.4	55,839,229	47.6	36,742	48,679	27,026,095	35.3	19,400	23,560	1.2683	1.2670
Liberty	57.0	63.9	12.1	22.4	12.6	920,473	52.3	30,365	41,093	435,908	40.5	15,587	19,460	.0211	.0219
Montgomery	178.8	210.2	17.6	69.5	18.4	3,260,687	52.6	36,396	46,916	887,746	39.7	10,822	12,773	.0634	.0667
Waller	23.9	26.7	11.7	8.1	14.1	349,370	53.6	32,037	43,132	473,832	71.4	38,926	58,498	.0113	.0129
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,656.9***	***4,033.9***	***10.3***	***1,488.0***	***12.2***	***73,144,766***	***49.2***	***36,984***	***49,156***	***32,951,624***	***36.8***	***18,170***	***22,145***	***1.6126***	***1.6302***
KILLEEN - TEMPLE	**243.2**	**261.7**	**7.6**	**85.0**	**9.3**	**3,605,011**	**50.8**	**30,725**	**42,412**	**1,660,597**	**44.5**	**14,774**	**19,536**	**.0835**	**.0858**
Bell	176.5	189.5	7.4	65.9	8.6	2,491,598	46.9	27,947	37,809	1,492,446	45.0	16,956	22,647	.0639	.0648
Coryell	66.7	72.2	8.2	19.1	11.7	1,113,413	60.4	40,587	58,294	168,151	39.9	7,029	8,804	.0196	.0210
LAREDO	**119.8**	**134.5**	**12.3**	**36.1**	**13.5**	**1,124,692**	**51.2**	**23,395**	**31,155**	**1,723,298**	**69.6**	**31,952**	**47,737**	**.0429**	**.0480**
Webb	119.8	134.5	12.3	36.1	13.5	1,124,692	51.2	23,395	31,155	1,723,298	69.6	31,952	47,737	.0429	.0480

ONE MAJOR MARKET



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
TEXAS (cont.)															
LONGVIEW - MARSHALL	**171.4**	**184.8**	**7.8**	**67.6**	**8.9**	**2,906,271**	**49.2**	**31,378**	**42,992**	**1,818,381**	**39.7**	**20,964**	**26,899**	**.0733**	**.0738**
Gregg	114.0	123.9	8.7	46.0	9.5	1,980,456	48.9	31,664	43,053	1,419,037	39.1	24,285	30,849	.0524	.0527
Harrison	57.4	60.9	6.1	21.6	7.5	925,815	49.6	30,780	42,862	399,344	41.7	14,024	18,488	.0209	.0211
LUBBOCK	**220.7**	**225.2**	**2.0**	**81.8**	**4.5**	**3,312,929**	**39.4**	**30,358**	**40,500**	**2,045,566**	**32.0**	**19,791**	**25,007**	**.0895**	**.0850**
Lubbock	220.7	225.2	2.0	81.8	4.5	3,312,929	39.4	30,358	40,500	2,045,566	32.0	19,791	25,007	.0895	.0850
McALLEN - EDINBURG - MISSION	**360.8**	**417.9**	**15.8**	**115.5**	**17.3**	**3,519,227**	**55.2**	**23,019**	**30,469**	**2,400,440**	**42.8**	**17,071**	**20,783**	**.1017**	**.1077**
Hidalgo	360.8	417.9	15.8	115.5	17.3	3,519,227	55.2	23,019	30,469	2,400,440	42.8	17,071	20,783	.1017	.1077
MIDLAND	**114.8**	**135.0**	**17.6**	**50.3**	**19.8**	**2,947,530**	**64.0**	**42,781**	**58,599**	**1,903,426**	**63.8**	**27,662**	**37,841**	**.0631**	**.0717**
Midland	114.8	135.0	17.6	50.3	19.8	2,947,530	64.0	42,781	58,599	1,903,426	63.8	27,662	37,841	.0631	.0717
ODESSA	**136.8**	**151.2**	**10.5**	**56.3**	**13.3**	**2,781,305**	**55.5**	**35,982**	**49,402**	**2,191,429**	**55.1**	**28,421**	**38,924**	**.0700**	**.0751**
Ector	136.8	151.2	10.5	56.3	13.3	2,781,305	55.5	35,982	49,402	2,191,429	55.1	28,421	38,924	.0700	.0751
SAN ANGELO	**98.4**	**107.2**	**8.9**	**39.9**	**10.8**	**1,797,905**	**53.9**	**32,447**	**45,060**	**1,146,200**	**49.2**	**21,347**	**28,727**	**.0433**	**.0454**
Tom Green	98.4	107.2	8.9	39.9	10.8	1,797,905	53.9	32,447	45,060	1,146,200	49.2	21,347	28,727	.0433	.0454
SAN ANTONIO	**1,251.2**	**1,378.6**	**10.2**	**477.8**	**13.0**	**20,444,226**	**55.0**	**31,204**	**42,788**	**10,465,012**	**45.6**	**17,003**	**21,902**	**.4705**	**.4935**
Bexar	1,144.8	1,255.1	9.6	433.2	12.5	18,491,969	54.2	31,148	42,687	9,915,833	45.6	17,685	22,890	.4337	.4533
Comal	48.6	56.7	16.7	21.1	19.2	981,026	64.5	33,701	46,494	287,219	46.0	11,114	13,612	.0180	.0199
Guadalupe	57.8	66.8	15.6	23.5	16.9	971,231	60.6	30,078	41,329	261,960	42.9	9,122	11,147	.0188	.0203
SHERMAN - DENISON	**97.9**	**103.5**	**5.7**	**40.2**	**6.6**	**1,691,342**	**46.5**	**30,618**	**42,073**	**771,818**	**33.5**	**15,336**	**19,199**	**.0392**	**.0386**
Grayson	97.9	103.5	5.7	40.2	6.6	1,691,342	46.5	30,618	42,073	771,818	33.5	15,336	19,199	.0392	.0386
TEXARKANA	**121.6**	**127.1**	**4.5**	**47.2**	**5.6**	**1,705,833**	**44.2**	**26,468**	**36,141**	**1,101,684**	**42.6**	**17,286**	**23,341**	**.0455**	**.0455**
Bowie	82.7	87.6	5.9	32.6	6.5	1,155,859	43.0	26,416	35,456	833,680	43.7	18,962	25,573	.0321	.0321
Miller, Ark.	*38.9*	*39.5*	*1.5*	*14.6*	*3.5*	*549,974*	*46.7*	*26,583*	*37,669*	*268,004*	*39.3*	*13,648*	*18,356*	*.0134*	*.0134*
TYLER	**156.2**	**176.5**	**13.0**	**65.6**	**14.9**	**3,036,877**	**58.9**	**33,474**	**46,294**	**1,388,423**	**41.9**	**17,137**	**21,165**	**.0647**	**.0687**
Smith	156.2	176.5	13.0	65.6	14.9	3,036,877	58.9	33,474	46,294	1,388,423	41.9	17,137	21,165	.0647	.0687
VICTORIA	**78.2**	**84.1**	**7.5**	**29.3**	**9.7**	**1,250,252**	**46.4**	**31,982**	**42,671**	**783,906**	**35.4**	**21,680**	**26,754**	**.0325**	**.0321**
Victoria	78.2	84.1	7.5	29.3	9.7	1,250,252	46.4	31,982	42,671	783,906	35.4	21,680	26,754	.0325	.0321
WACO	**190.7**	**203.6**	**6.8**	**75.1**	**7.9**	**2,929,721**	**47.6**	**28,517**	**39,011**	**1,507,380**	**34.9**	**16,056**	**20,072**	**.0717**	**.0714**
McLennan	190.7	203.6	6.8	75.1	7.9	2,929,721	47.6	28,517	39,011	1,507,380	34.9	16,056	20,072	.0717	.0714
WICHITA FALLS	**126.8**	**129.3**	**2.0**	**47.4**	**3.3**	**1,957,896**	**39.3**	**30,621**	**41,306**	**1,322,079**	**37.7**	**20,922**	**27,892**	**.0536**	**.0516**
Wichita	126.8	129.3	2.0	47.4	3.3	1,957,896	39.3	30,621	41,306	1,322,079	37.7	20,922	27,892	.0536	.0516
TOTAL METRO COUNTIES	**13,453.5**	**14,928.0**	**11.0**	**5,400.7**	**13.1**	**251,701,890**	**53.5**	**34,329**	**46,605**	**126,584,259**	**43.1**	**18,512**	**23,438**	**5.6539**	**5.8800**
TOTAL STATE	**16,738.1**	**18,451.5**	**10.2**	**6,662.5**	**12.1**	**296,904,520**	**52.2**	**32,826**	**44,564**	**147,021,728**	**42.2**	**17,397**	**22,067**	**6.7499**	**6.9703**
UTAH															
PROVO - OREM	**253.9**	**273.1**	**7.6**	**74.2**	**8.2**	**2,569,104**	**44.7**	**25,874**	**34,624**	**1,137,244**	**30.3**	**12,725**	**15,327**	**.0685**	**.0674**
Utah	253.9	273.1	7.6	74.2	8.2	2,569,104	44.7	25,874	34,624	1,137,244	30.3	12,725	15,327	.0685	.0674
SALT LAKE CITY - OGDEN	**1,052.5**	**1,139.5**	**8.3**	**371.9**	**9.4**	**16,345,369**	**56.6**	**30,695**	**43,951**	**7,904,538**	**45.7**	**15,953**	**21,254**	**.3718**	**.3906**
Davis	180.9	204.0	12.8	57.9	14.4	2,481,967	57.4	31,165	42,866	1,107,406	54.7	14,145	19,126	.0559	.0603
Salt Lake	709.7	763.7	7.6	254.8	8.6	11,426,653	56.8	31,065	44,846	5,509,532	44.2	16,284	21,623	.2582	.2704
Weber	161.9	171.8	6.1	59.2	8.0	2,436,749	55.1	28,672	41,161	1,287,600	45.0	16,205	21,750	.0577	.0599
TOTAL METRO COUNTIES	**1,306.4**	**1,412.6**	**8.1**	**446.1**	**9.2**	**18,914,473**	**54.9**	**29,885**	**42,400**	**9,041,782**	**43.6**	**15,411**	**20,269**	**.4403**	**.4580**
TOTAL STATE	**1,704.2**	**1,848.3**	**8.5**	**577.5**	**9.1**	**24,069,852**	**54.9**	**29,362**	**41,679**	**11,656,038**	**44.2**	**15,275**	**20,184**	**.5650**	**.5891**
VERMONT															
BURLINGTON	**129.4**	**135.4**	**4.6**	**49.6**	**6.9**	**2,369,083**	**49.9**	**34,063**	**47,764**	**1,621,111**	**48.1**	**23,599**	**32,684**	**.0592**	**.0610**
Chittenden	124.2	129.8	4.5	47.8	7.2	2,298,366	50.2	34,302	48,083	1,607,727	48.3	24,308	33,634	.0578	.0596
Grand Isle	5.2	5.6	7.7	1.8	.0	70,717	39.6	28,137	39,287	13,384	23.3	6,031	7,436	.0014	.0014
TOTAL METRO COUNTIES	**129.4**	**135.4**	**4.6**	**49.6**	**6.9**	**2,369,083**	**49.9**	**34,063**	**47,764**	**1,621,111**	**48.1**	**23,599**	**32,684**	**.0592**	**.0610**
TOTAL STATE	**544.0**	**564.2**	**3.7**	**214.3**	**6.0**	**8,428,623**	**46.4**	**28,491**	**39,331**	**5,749,751**	**45.5**	**19,556**	**26,830**	**.2216**	**.2235**
VIRGINIA															
CHARLOTTESVILLE	**122.7**	**129.2**	**5.3**	**49.8**	**7.8**	**2,298,842**	**47.9**	**33,646**	**46,161**	**1,300,489**	**45.3**	**19,3[illegible]**	**26,114**	**.0542**	**.0551**
Albemarle	61.4	65.3	6.4	24.9	9.2	1,342,040	50.8	39,031	53,897	443,345	50.0	12,9[illegible]	17,805	.0260	.0270
Charlottesville city	40.9	41.8	2.2	16.9	3.0	615,828	36.8	27,447	36,440	786,165	41.9	33,774	46,519	.0221	.0215
Fluvanna	11.4	12.1	6.1	4.5	12.5	181,249	55.0	29,225	40,278	38,170	54.4	6,182	8,482	.0033	.0035
Greene	9.0	10.0	11.1	3.5	16.7	159,725	63.8	32,507	45,636	32,809	59.6	6,854	9,374	.0028	.0031
DANVILLE	**112.5**	**112.3**	**–.2**	**41.0**	**1.2**	**1,596,142**	**38.1**	**28,540**	**38,930**	**666,041**	**35.0**	**12,179**	**16,245**	**.0385**	**.0367**
Danville city	45.0	44.3	–1.6	17.5	.0	667,267	35.6	28,111	38,130	498,746	33.5	21,345	28,500	.0195	.0182
Pittsylvania	67.5	68.0	.7	23.5	2.2	928,875	39.9	28,866	39,527	167,295	39.8	5,205	7,119	.0190	.0185
LYNCHBURG	**148.4**	**152.8**	**3.0**	**52.9**	**4.1**	**2,386,156**	**43.0**	**32,847**	**45,107**	**1,275,606**	**42.7**	**17,600**	**24,114**	**.0584**	**.0576**
Amherst	30.7	31.8	3.6	10.4	6.1	449,260	44.7	31,682	43,198	177,604	44.8	12,512	17,077	.0102	.0102
Campbell	48.6	50.8	4.5	16.1	3.2	732,504	42.0	33,059	45,497	177,549	41.5	8,043	11,028	.0152	.0149
Lynchburg city	69.1	70.2	1.6	26.4	3.9	1,204,392	43.0	33,165	45,621	920,453	42.5	25,434	34,866	.0330	.0325
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,306.7**	**1,394.9**	**6.7**	**481.8**	**8.4**	**22,787,417**	**48.8**	**34,450**	**47,296**	**11,236,244**	**46.2**	**17,284**	**23,321**	**.5209**	**.5328**
Chesapeake city	134.9	149.7	11.0	49.9	13.2	2,340,567	53.7	34,540	46,905	935,453	54.1	13,762	18,747	.0490	.0521
Gloucester	27.1	31.8	17.3	11.4	17.5	419,677	55.1	27,895	36,814	159,337	44.0	11,407	13,977	.0091	.0096
Hampton city	126.4	127.4	.8	45.0	2.5	2,064,499	39.7	33,656	45,878	1,485,953	39.9	24,196	33,021	.0567	.0549
James City	26.1	28.7	10.0	10.1	11.0	521,230	52.3	37,620	51,607	177,458	51.4	12,880	17,570	.0103	.0108

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
VIRGINIA (cont.)															
Newport News city	159.4	166.4	4.4	60.5	6.1	2,462,099	42.0	30,425	40,696	1,288,082	41.7	15,950	21,291	.0607	.0598
Norfolk city	277.9	271.0	−2.5	94.3	−.7	4,133,854	35.7	32,072	43,837	2,408,654	35.7	18,691	25,542	.1101	.1035
Poquoson city	10.3	11.4	10.7	3.7	12.1	184,009	49.3	37,352	49,732	46,081	51.3	9,231	12,454	.0036	.0037
Portsmouth city	111.5	114.8	3.0	40.5	3.3	1,679,482	41.9	30,198	41,469	780,151	40.1	14,204	19,263	.0404	.0396
Suffolk city	51.4	53.9	4.9	18.2	5.8	777,650	45.2	31,145	42,728	519,267	44.9	20,840	28,531	.0205	.0207
Virginia Beach city	328.4	380.7	15.9	130.0	18.3	7,175,025	62.5	40,179	55,193	2,719,609	57.2	15,745	20,920	.1362	.1514
Williamsburg city	11.2	12.0	7.1	3.9	14.7	202,333	56.5	38,017	51,880	525,361	73.6	88,987	134,708	.0093	.0107
York	42.1	47.1	11.9	14.3	11.7	826,992	54.9	41,716	57,832	190,838	53.7	9,698	13,345	.0150	.0160
RICHMOND - PETERSBURG	**817.5**	**856.2**	**4.7**	**310.6**	**5.5**	**14,944,795**	**44.2**	**35,205**	**48,116**	**7,658,351**	**44.2**	**18,036**	**24,657**	**.3490**	**.3491**
Charles City	6.9	6.9	.0	2.0	.0	81,132	33.5	30,386	40,566	2,806	22.5	1,146	1,403	.0017	.0016
Chesterfield	170.4	191.6	12.4	62.8	12.9	3,585,029	53.4	42,030	57,086	1,452,140	53.9	16,973	23,123	.0723	.0772
Colonial Heights city	17.4	18.0	3.4	6.1	1.7	250,129	30.3	31,995	41,005	121,785	34.7	15,071	19,965	.0065	.0060
Dinwiddie	22.0	21.6	−1.8	5.7	−6.6	262,050	28.4	33,459	45,974	39,406	28.0	5,046	6,913	.0060	.0053
Goochland	13.1	13.9	6.1	4.4	4.8	237,545	45.1	38,989	53,988	44,272	43.6	7,338	10,062	.0043	.0045
Hanover	57.3	62.2	8.6	20.1	8.1	1,146,220	49.9	41,115	57,026	484,323	48.7	17,506	24,096	.0241	.0250
Henrico	198.5	210.9	6.2	81.4	8.0	4,166,749	46.8	37,639	51,189	2,234,081	47.2	20,133	27,446	.0947	.0965
Hopewell city	23.8	24.0	.8	9.0	1.1	417,690	41.5	33,167	46,410	173,949	37.4	14,224	19,328	.0095	.0093
New Kent	10.8	12.3	13.9	4.3	13.2	204,319	55.0	34,700	47,516	27,618	38.0	5,266	6,423	.0035	.0038
Petersburg city	41.2	41.1	−.2	15.8	2.6	509,309	32.9	24,891	32,235	490,394	46.4	21,751	31,038	.0166	.0160
Powhatan	13.9	14.3	2.9	3.8	.0	200,456	39.0	37,951	52,752	36,823	37.8	7,032	9,690	.0042	.0040
Prince George	25.9	25.6	−1.2	6.2	−4.6	323,754	29.7	38,398	52,218	109,241	30.0	12,925	17,620	.0081	.0073
Richmond city	216.3	213.8	−1.2	89.0	1.0	3,560,413	36.9	29,511	40,005	2,441,513	37.5	20,156	27,433	.0975	.0926
ROANOKE	**227.1**	**231.6**	**2.0**	**87.6**	**2.1**	**3,658,654**	**37.1**	**31,097**	**41,765**	**1,932,745**	**36.4**	**16,512**	**22,063**	**.0923**	**.0880**
Botetourt	25.5	27.1	6.3	9.3	5.7	353,447	38.9	28,919	38,005	89,501	40.0	7,265	9,624	.0077	.0075
Roanoke	76.2	78.1	2.5	25.3	.0	1,300,205	35.8	37,852	51,392	419,049	36.2	12,160	16,563	.0286	.0270
Roanoke city	100.9	101.2	.3	43.8	2.6	1,591,727	37.6	27,082	36,341	1,184,120	38.9	19,962	27,035	.0450	.0433
Salem city	24.5	25.2	2.9	9.2	2.2	413,275	37.9	33,287	44,921	240,075	24.5	21,423	26,09[illegible]	.0110	.0102
TOTAL METRO COUNTIES	**4,152.6**	**4,421.1**	**6.5**	**1,601.1**	**7.7**	**87,210,307**	**49.0**	**39,378**	**54,469**	**41,418,780**	**47.8**	**18,849**	**25,869**	**1.8929**	**1.9443**
TOTAL STATE	**5,845.1**	**6,171.4**	**5.6**	**2,203.1**	**6.7**	**110,375,346**	**47.2**	**36,298**	**50,100**	**52,102,185**	**47.0**	**17,164**	**23,649**	**2.4582**	**2.5007**
WASHINGTON															
BELLINGHAM	**116.1**	**122.0**	**5.1**	**48.2**	**7.6**	**1,805,095**	**44.3**	**27,920**	**37,450**	**904,266**	**36.4**	**14,796**	**18,761**	**.0440**	**.0433**
Whatcom	116.1	122.0	5.1	48.2	7.6	1,805,095	44.3	27,920	37,450	904,266	36.4	14,796	18,761	.0440	.0433
BREMERTON	**170.9**	**186.6**	**9.2**	**71.2**	**12.1**	**3,095,092**	**53.4**	**31,771**	**43,470**	**1,076,601**	**46.1**	**11,604**	**15,121**	**.0628**	**.0657**
Kitsap	170.9	186.6	9.2	71.2	12.1	3,095,092	53.4	31,771	43,470	1,076,601	46.1	11,604	15,121	.0628	.0657
OLYMPIA	**146.7**	**162.5**	**10.8**	**65.0**	**13.4**	**2,815,427**	**57.2**	**31,260**	**43,314**	**1,284,266**	**56.1**	**14,361**	**19,758**	**.0588**	**.0636**
Thurston	146.7	162.5	10.8	65.0	13.4	2,815,427	57.2	31,260	43,314	1,284,266	56.1	14,361	19,758	.0588	.0636
RICHLAND - KENNEWICK - PASCO	**142.5**	**139.5**	**−2.1**	**50.3**	**−1.8**	**2,670,212**	**38.5**	**37,654**	**53,086**	**1,107,718**	**35.9**	**15,916**	**22,022**	**.0606**	**.0576**
Benton	106.6	104.0	−2.4	37.3	−2.6	2,096,778	38.0	39,680	56,214	768,655	35.5	14,814	20,607	.0457	.0433
Franklin	35.9	35.5	−1.1	13.0	.8	573,434	40.5	31,640	44,110	339,063	37.0	19,186	26,082	.0149	.0143
SEATTLE	**1,758.2**	**1,860.5**	**5.8**	**764.3**	**8.4**	**40,825,824**	**52.6**	**37,922**	**53,416**	**17,965,850**	**46.7**	**17,358**	**23,506**	**.8420**	**.8732**
King	1,371.4	1,440.0	5.0	601.3	7.6	32,747,922	51.9	38,568	54,462	14,767,366	46.3	18,058	24,559	.6794	.7014
Snohomish	386.8	420.5	8.7	163.0	11.3	8,077,902	55.6	35,457	49,558	3,198,484	48.8	14,686	19,623	.1626	.1718
SEATTLE - TACOMA CONSOLIDATED AREA	***2,295.5***	***2,430.0***	***5.9***	***985.5***	***8.4***	***48,554,959***	***49.9***	***35,634***	***49,269***	***22,106,254***	***45.8***	***16,681***	***22,432***	***1.0402***	***1.0660***
SPOKANE	**358.1**	**367.2**	**2.5**	**147.9**	**5.0**	**5,132,866**	**36.9**	**26,615**	**34,705**	**2,906,368**	**36.9**	**15,065**	**19,651**	**.1355**	**.1295**
Spokane	358.1	367.2	2.5	147.9	5.0	5,132,866	36.9	26,615	34,705	2,906,368	36.9	15,065	19,651	.1355	.1295
TACOMA	**537.3**	**569.5**	**6.0**	**221.2**	**8.6**	**7,729,135**	**37.0**	**27,709**	**34,942**	**4,140,404**	**41.8**	**14,337**	**18,718**	**.1982**	**.1928**
Pierce	537.3	569.5	6.0	221.2	8.6	7,729,135	37.0	27,709	34,942	4,140,404	41.8	14,337	18,718	.1982	.1928
VANCOUVER	**212.1**	**225.2**	**6.2**	**86.3**	**8.7**	**3,641,236**	**49.3**	**30,718**	**42,193**	**1,206,534**	**40.9**	**10,784**	**13,981**	**.0757**	**.0770**
Clark	212.1	225.2	6.2	86.3	8.7	3,641,236	49.3	30,718	42,193	1,206,534	40.9	10,784	13,981	.0757	.0770
YAKIMA	**184.3**	**191.0**	**3.6**	**72.6**	**6.1**	**2,513,479**	**41.2**	**26,027**	**34,621**	**1,216,814**	**32.7**	**13,402**	**16,761**	**.0636**	**.0613**
Yakima	184.3	191.0	3.6	72.6	6.1	2,513,479	41.2	26,027	34,621	1,216,814	32.7	13,402	16,761	.0636	.0613
TOTAL METRO COUNTIES	**3,626.2**	**3,824.0**	**5.5**	**1,527.0**	**8.0**	**70,228,366**	**48.3**	**33,473**	**45,991**	**31,808,821**	**44.0**	**15,621**	**20,831**	**1.5412**	**1.5640**
TOTAL STATE	**4,479.3**	**4,701.1**	**5.0**	**1,874.1**	**7.4**	**83,489,062**	**47.5**	**32,452**	**44,549**	**37,285,941**	**42.8**	**14,969**	**19,895**	**1.8481**	**1.8639**
WEST VIRGINIA															
CHARLESTON	**269.6**	**258.0**	**−.6**	**107.8**	**1.7**	**4,623,828**	**51.0**	**28,887**	**42,893**	**2,394,506**	**40.9**	**16,030**	**22,212**	**.1081**	**.1085**
Kanawha	225.7	220.1	−2.5	90.0	−.2	3,915,225	49.0	29,128	43,503	2,147,674	40.1	16,992	23,863	.0937	.0930
Putnam	43.9	47.9	9.1	17.8	12.7	708,603	63.0	27,514	39,809	246,832	48.3	10,535	13,867	.0144	.0155
HUNTINGTON - ASHLAND	**338.1**	**336.0**	**−.6**	**127.4**	**1.8**	**4,432,324**	**40.3**	**25,239**	**34,791**	**2,603,246**	**41.2**	**14,731**	**20,434**	**.1180**	**.1147**
Cabell	105.7	103.8	−1.8	42.3	.5	1,427,890	39.5	24,309	33,756	1,496,172	48.6	23,912	35,370	.0463	.0460
Wayne	46.8	46.8	.0	17.2	2.4	642,369	55.0	24,664	37,347	205,238	47.3	8,293	11,932	.0136	.0141
Boyd, Ky.	*54.9*	*54.0*	*−1.6*	*20.6*	*.5*	*699,477*	*29.4*	*26,375*	*33,955*	*461,596*	*30.6*	*17,240*	*22,408*	*.0206*	*.0188*
Carter, Ky.	*26.4*	*27.0*	*2.3*	*9.4*	*5.6*	*275,730*	*47.2*	*21,052*	*29,333*	*114,368*	*30.6*	*9,839*	*12,167*	*.0070*	*.0069*
Greenup, Ky.	*40.0*	*40.2*	*.5*	*14.0*	*3.7*	*418,698*	*25.1*	*24,799*	*29,907*	*104,701*	*23.9*	*6,259*	*7,479*	*.0107*	*.0095*
Lawrence, Ohio	*64.3*	*64.2*	*−.2*	*23.9*	*2.1*	*968,160*	*46.8*	*28,176*	*40,509*	*221,171*	*28.0*	*7,384*	*9,254*	*.0198*	*.0194*
PARKERSBURG - MARIETTA	**158.8**	**158.1**	**−.4**	**60.5**	**1.5**	**2,352,601**	**44.2**	**27,375**	**38,886**	**1,295,639**	**37.6**	**15,801**	**21,416**	**.0595**	**.0579**
Wood	92.9	91.3	−1.7	35.9	.3	1,424,231	47.3	27,017	39,672	831,243	37.5	16,891	23,154	.0361	.0354
Washington, Ohio	*65.9*	*66.8*	*1.4*	*24.6*	*3.4*	*928,370*	*39.7*	*27,913*	*37,739*	*464,396*	*37.8*	*14,162*	*18,878*	*.0234*	*.0225*
STEUBENVILLE - WEIRTON	**155.3**	**151.5**	**−2.4**	**57.7**	**.0**	**2,010,941**	**26.9**	**27,454**	**34,852**	**924,766**	**28.7**	**12,458**	**16,027**	**.0539**	**.0481**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
WEST VIRGINIA (cont.)															
Brooke	29.5	28.8	−2.4	10.7	.0	348,985	27.9	25,501	32,615	152,943	32.3	10,800	14,294	.0094	.0084
Hancock	39.3	38.3	−2.5	14.9	.0	522,338	28.3	27,315	35,056	258,232	32.6	13,074	17,331	.0139	.0127
Jefferson, Ohio	*86.5*	*84.4*	*−2.4*	*32.1*	*.0*	*1,139,618*	*26.0*	*28,169*	*35,502*	*513,591*	*25.7*	*12,724*	*16,000*	*.0306*	*.0270*
WHEELING	**179.7**	**175.2**	**−2.5**	**69.5**	**.0**	**2,588,892**	**39.0**	**26,804**	**37,250**	**1,376,252**	**33.8**	**14,797**	**19,802**	**.0669**	**.0633**
Marshall	40.5	39.5	−2.5	15.0	.0	613,442	48.5	27,536	40,896	197,838	30.6	10,102	13,189	.0133	.0130
Ohio	58.7	57.2	−2.6	23.3	.0	867,664	42.8	26,085	37,239	485,288	34.7	15,457	20,828	.0223	.0214
Belmont, Ohio	*80.5*	*78.5*	*−2.5*	*31.2*	*.0*	*1,107,786*	*31.6*	*26,989*	*35,506*	*693,126*	*34.1*	*16,561*	*22,216*	*.0313*	*.0289*
TOTAL METRO COUNTIES	**710.7**	**701.6**	**−1.3**	**277.6**	**1.0**	**10,805,202**	**46.0**	**26,929**	**38,924**	**6,110,634**	**40.9**	**15,778**	**22,012**	**.2705**	**.2668**
TOTAL STATE	**1,951.7**	**1,940.1**	**−.6**	**741.8**	**1.7**	**26,498,459**	**47.1**	**24,690**	**35,722**	**13,983,053**	**41.0**	**13,590**	**18,850**	**.6642**	**.6575**
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	**306.8**	**316.0**	**3.0**	**118.0**	**5.4**	**5,472,019**	**48.0**	**33,022**	**46,373**	**2,188,365**	**36.8**	**14,285**	**18,545**	**.1197**	**.1193**
Calumet	34.4	36.6	6.4	12.6	8.6	610,637	52.2	34,590	48,463	158,631	39.9	9,777	12,590	.0118	.0122
Outagamie	135.4	139.2	2.8	50.8	5.2	2,428,742	48.0	33,973	47,810	1,039,381	35.1	15,926	20,460	.0543	.0538
Winnebago	137.0	140.2	2.3	54.6	4.8	2,432,640	46.9	31,792	44,554	990,353	38.1	13,766	18,138	.0536	.0533
EAU CLAIRE	**138.7**	**143.3**	**3.3**	**53.0**	**6.2**	**2,192,463**	**49.0**	**29,482**	**41,367**	**1,232,317**	**44.6**	**17,073**	**23,251**	**.0536**	**.0542**
Chippewa	53.9	54.6	1.3	19.4	3.7	865,841	49.4	30,987	44,631	376,768	43.5	14,039	19,421	.0197	.0197
Eau Claire	84.8	88.7	4.6	33.6	7.7	1,326,622	48.8	28,580	39,483	855,549	45.2	18,892	25,463	.0339	.0345
GREEN BAY	**186.2**	**192.6**	**3.4**	**72.8**	**6.0**	**3,258,438**	**47.8**	**32,082**	**44,759**	**1,562,127**	**39.5**	**16,305**	**21,458**	**.0750**	**.0750**
Brown	186.2	192.6	3.4	72.8	6.0	3,258,438	47.8	32,082	44,759	1,562,127	39.5	16,305	21,458	.0750	.0750
JANESVILLE - BELOIT	**139.5**	**138.5**	**−.7**	**52.7**	**1.9**	**2,439,869**	**43.6**	**32,865**	**46,297**	**1,145,737**	**41.4**	**15,673**	**21,741**	**.0564**	**.0553**
Rock	139.5	138.5	−.7	52.7	1.9	2,439,869	43.6	32,865	46,297	1,145,737	41.4	15,673	21,741	.0564	.0553
KENOSHA	**121.5**	**119.7**	**−1.5**	**44.1**	**.5**	**2,375,297**	**44.5**	**37,445**	**53,862**	**861,826**	**40.8**	**13,942**	**19,543**	**.0500**	**.0492**
Kenosha	121.5	119.7	−1.5	44.1	.5	2,375,297	44.5	37,445	53,862	861,826	40.8	13,942	19,543	.0500	.0492
LA CROSSE	**95.2**	**97.4**	**2.3**	**37.1**	**5.1**	**1,695,944**	**50.1**	**32,002**	**45,713**	**841,935**	**37.1**	**17,399**	**22,694**	**.0391**	**.0392**
La Crosse	95.2	97.4	2.3	37.1	5.1	1,695,944	50.1	32,002	45,713	841,935	37.1	17,399	22,694	.0391	.0392
MADISON	**343.6**	**355.3**	**3.4**	**143.9**	**6.0**	**6,867,924**	**49.3**	**33,865**	**47,727**	**3,614,563**	**47.0**	**18,105**	**25,119**	**.1554**	**.1585**
Dane	343.6	355.3	3.4	143.9	6.0	6,867,924	49.3	33,865	47,727	3,614,563	47.0	18,105	25,119	.1554	.1585
MILWAUKEE	**1,395.1**	**1,400.5**	**.4**	**540.6**	**2.4**	**26,058,899**	**42.5**	**34,659**	**48,204**	**10,967,493**	**36.1**	**15,265**	**20,288**	**.5852**	**.5669**
Milwaukee	939.1	915.9	-2.5	373.4	−.3	16,241,103	37.0	31,654	43,495	7,498,596	32.5	15,112	20,082	.3909	.3662
Ozaukee	70.9	73.3	3.4	26.0	6.1	1,644,530	50.1	44,714	63,251	514,827	46.1	14,386	19,801	.0313	.0320
Washington	92.3	96.9	5.0	33.1	7.8	1,572,160	45.1	35,304	47,497	454,980	33.4	11,112	13,746	.0327	.0323
Waukesha	292.8	314.4	7.4	108.1	10.1	6,601,106	54.9	43,404	61,065	2,499,090	46.6	17,363	23,118	.1303	.1364
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,569.5***	***1,573.8***	***.3***	***604.8***	***2.3***	***29,149,367***	***42.3***	***34,669***	***48,197***	***12,065,381***	***35.4***	***15,078***	***19,949***	***.6539***	***.6318***
RACINE	**174.4**	**173.3**	**−.6**	**64.2**	**1.6**	**3,090,468**	**40.7**	**34,749**	**48,138**	**1,097,888**	**28.5**	**13,518**	**17,101**	**.0687**	**.0649**
Racine	174.4	173.3	−.6	64.2	1.6	3,090,468	40.7	34,749	48,138	1,097,888	28.5	13,518	17,101	.0687	.0649
SHEBOYGAN	**102.9**	**103.3**	**.4**	**38.8**	**2.6**	**1,317,942**	**44.9**	**33,183**	**46,854**	**621,350**	**33.9**	**12,280**	**16,014**	**.0389**	**.0379**
Sheboygan	102.9	103.3	.4	38.8	2.6	1,317,942	44.9	33,183	46,854	621,350	33.9	12,280	16,014	.0389	.0379
WAUSAU	**115.1**	**116.9**	**1.6**	**43.0**	**3.6**	**1,771,076**	**42.5**	**29,951**	**41,188**	**756,031**	**35.7**	**13,423**	**17,582**	**.0415**	**.0403**
Marathon	115.1	116.9	1.6	43.0	3.6	1,771,076	42.5	29,951	41,188	756,031	35.7	13,423	17,582	.0415	.0403
TOTAL METRO COUNTIES	**3,208.8**	**3,248.1**	**1.2**	**1,242.2**	**3.5**	**58,559,703**	**44.7**	**33,708**	**47,142**	**25,448,525**	**38.3**	**15,335**	**20,487**	**1.3163**	**1.2934**
TOTAL STATE	**4,834.6**	**4,908.3**	**1.5**	**1,864.4**	**3.8**	**81,262,438**	**43.7**	**31,487**	**43,586**	**35,528,984**	**37.2**	**14,419**	**19,057**	**1.8717**	**1.8295**
WYOMING															
CASPER	**72.4**	**71.2**	**−1.7**	**27.4**	**.4**	**1,259,519**	**35.0**	**34,164**	**45,968**	**765,427**	**32.1**	**21,221**	**27,935**	**.0334**	**.0309**
Natrona	72.4	71.2	−1.7	27.4	.4	1,259,519	35.0	34,164	45,968	765,427	32.1	21,221	27,935	.0334	.0309
CHEYENNE	**73.7**	**76.2**	**3.4**	**30.1**	**5.2**	**1,271,326**	**49.2**	**29,788**	**42,237**	**857,051**	**46.5**	**20,460**	**28,473**	**.0321**	**.0328**
Laramie	73.7	76.2	3.4	30.1	5.2	1,271,326	49.2	29,788	42,237	857,051	46.5	20,460	28,473	.0321	.0328
TOTAL METRO COUNTIES	**146.1**	**147.4**	**.9**	**57.5**	**2.9**	**2,530,845**	**41.8**	**31,925**	**44,015**	**1,622,478**	**39.3**	**20,832**	**28,217**	**.0655**	**.0637**
TOTAL STATE	**512.3**	**534.0**	**4.2**	**200.2**	**6.1**	**9,415,371**	**53.4**	**32,525**	**47,030**	**5,742,128**	**49.0**	**20,417**	**28,682**	**.2233**	**.2324**

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SALES & MARKETING MANAGEMENT

SECTION D:

25th Annual Survey of Newspaper Markets

NOTICE! NOTICE! NOTICE! NOTICE! NOTICE! Market data for the St. Louis newspaper market in this year's Survey exclude circulation statistics for the *St. Louis Globe-Democrat* newspaper, which were unavailable to the Audit Bureau of Circulations during the audit period. Since that time, the *Globe-Democrat* has ceased publication. In addition to declining coverage rates, the St. Louis newspaper market ranking is also affected by this problem, falling from 10th to 18th in this year's Survey.

Other changes in newspaper markets include one newly created newspaper market—Traverse City, MI—and one market that has been dropped from this year's listing—the Clarksburg, WV, newspaper market.

GUIDE TO NEWSPAPER MARKET DATA

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
1	2		3	4	5					6

1. To qualify as a **Newspaper Market**, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same metropolitan area—or in the same nonmetro county—they are combined into a multiple newspaper market. The name of a market in a metropolitan area is the same as the metro's name. Each county listed in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *Home counties*, which identify the location of the newspaper; (2) *Dominant counties*, where household penetration is 50% or more; and (3) *Effective counties*, where coverage ranges from 20% to 49%. This classification provides readers with a guide for focusing on a newspaper's strongest areas of coverage, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending on its penetration rate. The names of home counties with less than 20% coverage are repeated after the words, "under 20%."

Note: The source for newspaper market data is the Audit Bureau of Circulations' data bank, which includes the audited statements of individual newspapers as of May 1987.

2. Total Population is the number of persons living in the newspaper market as of 12/31/86. It includes people living in college dormitories and hospitals, as well as armed forces personnel (and their dependents) permanently assigned to the area. Transients, tourists, and seasonal residents are excluded. **Total Households** represents the total number of housing units according to the rules of the 1980 Census of Population and Housing. A household is defined as a house, an apartment, a group of rooms, or a single room, and the members of a household need not be related. In addition, a single person living alone in a designated housing unit is also considered a household.

Caution: Although a county's population total will include all the people in a given area, the household total does not, since it excludes those living in group quarters. Thus, if you calculate average Effective Buying Income per household, it should be noted that this figure does not include the incomes of people not living in designated households.

3. Effective Buying Income, or **EBI**, is a classification developed exclusively by Sales & Marketing Management designating personal income less personal tax and non-tax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), non-tax payments (such as fines, fees, and penalties), and personal contributions for social insurance. The resulting figure is also commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel living overseas is then deducted from this total to arrive at the Effective Buying Income.

Note: EBI is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. However, for products that appeal to specific income classes, the Percentage of Households by EBI Group figures from the July *Survey of Buying Power* should be considered.

4. Total Retail Sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments primarily engaged in retail trade. Retail sales by such non-retailers as wholesalers and service establishments are not counted. In line with Census Bureau policy, Total Retail Sales no longer includes: (1) sales taxes and other taxes collected from customers, and (2) carrying charges or other charges related to credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation, since the market's volume may be affected by the movement of shoppers to and from adjacent areas, purchases by non-household units such as businesses, and by inhabitants of group quarters.

Note: The total retail sales figure includes other store types in addition to those listed to the right of this figure. Thus, the arithmetic difference between total retail sales and the aggregate sales of these five categories represents retail sales in "all other stores."

5. Individual **Store Groups** are considered the major channels of distribution in local markets. Thus, the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that sales channel. Bear in mind, however, that the retail sales total of a particular store group represents the cumulative sales of all products and/or services handled by the stores, and not just the type of products associated with the store type. In other words, food stores sell more than just food products, and drugstores sell more than just drugs or health & beauty aids.

The separate store group totals listed here represent: (1) **Food Stores**, which sell food primarily for home consumption; (2) **General Merchandise Stores**, which include department, limited-price variety, and general merchandise stores; (3) **Furniture, Home Furnishing & Appliance Stores**; (4) **Automotive Dealers**, which includes those selling domestic and imported cars, new and used cars, and stores selling tires, batteries, and other auto-related accessories; and (5) **Drugstores**, which also include proprietary stores.

6. Individual county newspaper circulation totals are added and expressed as a **Percentage of Households Covered by the Total Area** of the market. In multiple newspaper markets, circulations of all qualifying newspapers are combined. In these markets, however, the coverage ratio is only a general guide, since it is impossible to measure the degree of duplicated circulation that may exist.

Note: There are no U.S. totals for S&MM Newspaper Markets because the number of duplicate counties—that is, the same county being a part of more than one newspaper market—would render such totals meaningless.

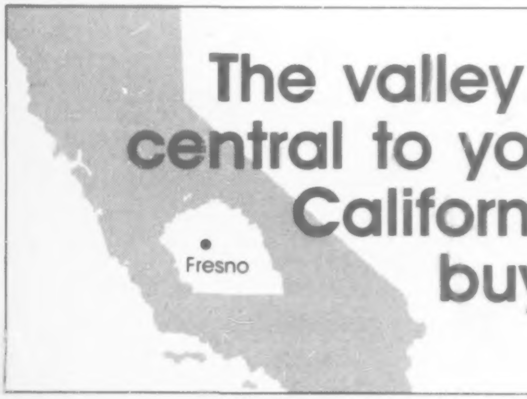
S&MM NEWSPAPER MARKET RANKING

HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,375.1	1
Los Angeles - Long Beach, Cal.	4,036.1	2
Chicago, Ill.	2,637.7	3
Detroit, Mich.	1,782.0	4
Philadelphia, Pa.	1,773.3	5
San Francisco, Cal.	1,558.8	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,551.6	7
Washington, D.C.	1,406.4	8
Houston, Tex.	1,357.9	9
Newark, N.J.	1,052.9	10
Minneapolis - St. Paul, Minn	965.8	11
Denver, Colo.	894.4	12
Dallas, Tex.	890.6	13
Pittsburgh, Pa.	881.0	14
Atlanta, Ga.	878.1	15
Tampa - St. Petersburg - Clearwater, Fla.	875.6	16
Nassau - Suffolk, N.Y.	865.5	17
St. Louis, Mo.	825.4	18
Baltimore, Md.	812.4	19
San Diego, Cal.	808.8	20
Phoenix, Ariz.	804.8	21
Anaheim - Santa Ana, Cal.	773.8	22
Oakland, Cal.	753.0	23
Seattle, Wash.	732.1	24
Riverside - San Bernardino, Cal.	724.4	25
Cleveland, Ohio	712.3	26
Miami - Hialeah, Fla.	704.1	27
Kansas City, Mo.-Kans.	631.0	28
Cincinnati, Ohio	627.5	29
Portland, Ore.	536.8	30
Milwaukee, Wisc.	527.8	31
Sacramento, Cal.	523.9	32
New Orleans, La.	508.7	33
San Antonio, Tex.	497.7	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	496.1	35
San Jose, Cal.	493.7	36
Norfolk - Virginia Beach - Newport News, Va.	490.8	37
Bergen - Passaic, N.J.	482.4	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	480.8	39
Fort Worth - Arlington, Tex.	474.7	40
Indianapolis, Ind.	467.4	41
Buffalo, N.Y.	453.6	42
Columbus, Ohio	449.7	43
Oklahoma City, Okla.	439.1	44
Louisville, Ky.	420.4	45
Greensboro - Winston-Salem - High Point, N.C.	415.4	46
Hartford - New Britain - Middletown - Bristol, Conn.	404.4	47
Dayton - Springfield, Ohio	404.1	48
Des Moines, Iowa	396.5	49
Orlando, Fla.	394.6	50
Salt Lake City - Ogden, Utah	386.3	51
Omaha, Neb.	384.0	52
Richmond - Petersburg, Va.	371.9	53
West Palm Beach - Boca Raton - Delray Beach, Fla.	370.9	54
Nashville, Tenn.	370.2	55
Monmouth - Ocean, N.J.	360.5	56
Providence - Pawtucket - Woonsocket, R.I.	359.0	57
Memphis, Tenn.	357.4	58
Rochester, N.Y.	351.1	59
New Haven - Waterbury - Meriden, Conn.	345.1	60
Little Rock - North Little Rock, Ark.	344.7	61
Birmingham, Ala.	339.1	62
Tulsa, Okla.	334.5	63
Jacksonville, Fla.	331.8	64
Austin, Tex.	321.5	65
Albany - Schenectady - Troy, N.Y.	314.2	66
Raleigh - Durham, N.C.	303.3	67
Honolulu, Haw.	302.0	68
Middlesex - Somerset - Hunterdon, N.J.	298.5	69
Bridgeport - Stamford - Norwalk - Danbury, Conn.	296.4	70
Greenville - Spartanburg, S.C.	274.8	71
Knoxville, Tenn.	266.9	72
Syracuse, N.Y.	264.4	73
Toledo, Ohio	255.8	74
Allentown - Bethlehem, Pa.	253.0	75
Tucson, Ariz.	252.6	76
Worcester - Fitchburg - Leominster, Mass.	242.9	77
Albuquerque, N.M.	241.9	78
Scranton - Wilkes-Barre, Pa.	238.4	79
Fresno, Cal.	237.0	80
Las Vegas, Nev.	236.2	81
Akron, Ohio	233.7	82
Grand Rapids, Mich.	231.8	83
Sarasota, Fla.	230.0	84
Spokane, Wash.	228.8	85
Gary - Hammond, Ind.	226.9	86
Johnson City - Kingsport - Bristol, Tenn.	223.0	87
Harrisburg - Lebanon - Carlisle, Pa.	222.8	88
Madison, Wisc.	221.0	89
Springfield, Mass.	216.0	90
Jersey City, N.J.	214.9	91
Baton Rouge, La.	213.8	92
Wichita, Kans.	210.8	93
Oxnard - Ventura, Cal.	204.7	94
Tacoma, Wash.	203.6	95
Columbia, S.C.	201.9	96
Roanoke, Va.	194.0	97
Youngstown - Warren, Ohio	191.9	98
Wilmington, Del.	189.1	99
Mobile, Ala.	185.5	100
Fort Wayne, Ind.	185.0	101
Charleston, S.C.	181.8	102
New Bedford - Fall River - Attleboro, Mass.	180.2	103
Shreveport, La.	179.2	104
Charleston, W.Va.	176.9	105
Bakersfield, Cal.	176.0	106
Chattanooga, Tenn.	174.4	107
Lexington-Fayette, Ky.	171.5	108
Portland, Me.	170.1	109
Beaumont - Port Arthur, Tex.	170.0	110
El Paso, Tex.	167.7	111
Davenport - Rock Island - Moline, Iowa-Ill.	167.1	112
Augusta, Ga.	165.5	113
Flint, Mich.	159.6	114
Peoria, Ill.	158.9	115
Lake County, Ill.	158.0	116
Corpus Christi, Tex.	157.5	117
Stockton, Cal.	156.0	118
Macon - Warner Robins, Ga.	155.5	119
Jackson, Miss.	152.2	120
Lansing - East Lansing, Mich.	152.1	121
Saginaw - Bay City - Midland, Mich.	149.5	122
Evansville, Ind.	145.1	123
Daytona Beach, Fla.	145.1	123
Melbourne - Titusville - Palm Bay, Fla.	144.9	125
Amarillo, Tex.	143.4	126
Colorado Springs, Colo.	143.0	127
Lubbock, Tex.	142.2	128
Lancaster, Pa.	140.7	129
Bangor, Me.	140.5	130
Lakeland - Winter Haven, Fla.	139.5	131
Asheville, N.C.	139.0	132
Canton, Ohio	138.0	133
Santa Rosa - Petaluma, Cal.	137.7	134
Appleton - Oshkosh - Neenah, Wisc.	135.8	135
South Bend - Mishawaka, Ind.	130.4	136
Lincoln, Neb.	129.8	137
Duluth, Minn.	129.2	138
Manchester - Nashua, N.H.	128.5	139
Santa Barbara - Santa Maria - Lompoc, Cal.	127.6	140
Reno, Nev.	126.4	141
Reading, Pa.	125.4	142
Pensacola, Fla.	125.4	142
Joliet, Ill.	125.2	144
York, Pa.	124.0	145
Rockford, Ill.	123.2	146
Aurora - Elgin, Ill.	123.0	147
Anchorage, Alas.	122.5	148
Montgomery, Ala.	122.1	149
Atlantic City, N.J.	120.5	150
Orange County, N.Y.	120.0	151
Springfield, Ill.	118.5	152
Fort Myers - Cape Coral, Fla.	117.8	153
Billings, Mont.	116.1	154
Utica - Rome, N.Y.	116.0	155
Trenton, N.J.	115.1	156
Springfield, Mo.	114.4	157
Savannah, Ga.	113.5	158
Anderson, S.C.	112.4	159
Salinas - Seaside - Monterey, Cal.	111.1	160
Modesto, Cal.	110.5	161
Kalamazoo, Mich.	106.1	162
Eugene - Springfield, Ore.	104.3	163
Cedar Rapids, Iowa	103.2	164
Erie, Pa.	102.7	165
Topeka, Kans.	100.0	166
Boise, Ida.	99.9	167
Binghamton, N.Y.	98.9	168
Ann Arbor, Mich.	98.6	169
Pueblo, Colo.	98.5	170
Mcallen - Edinburg - Mission, Tex.	98.5	170
Columbus, Ga.	98.3	172
Hamilton - Middletown, Ohio	97.3	173
Salem, Ore.	97.2	174
Fort Smith, Ark.	96.8	175
Bloomington - Normal, Ill.	96.8	175
Lorain - Elyria, Ohio	95.8	177
Johnstown, Pa.	94.8	178
Sioux City, Iowa	94.0	179
Tallahassee, Fla.	93.7	180
Fargo - Moorhead, N.D.-Minn.	92.9	181
Gainesville, Fla.	92.6	182
Fayetteville, N.C.	91.4	183
Abilene, Tex.	91.3	184
Wilmington, N.C.	89.6	185
New London - Norwich, Conn.	89.4	186
Poughkeepsie, N.Y.	88.5	187
Wheeling, W.Va.	88.1	188
Green Bay, Wisc.	87.0	189
Waterloo - Cedar Falls, Iowa	86.3	190
Santa Cruz, Cal.	85.1	191
Boulder - Longmont, Colo.	85.0	192
Huntsville, Ala.	84.1	193
Tupelo, Miss.	84.0	194
Tyler, Tex.	83.5	195
Huntington - Ashland, W.Va.-Ky.	82.3	196
Champaign - Urbana - Rantoul, Ill.	81.3	197
Watertown, N.Y.	80.3	198
Niagara Falls, N.Y.	80.0	199
Wichita Falls, Tex.	79.5	200
Vancouver, Wash.	79.4	201
Galveston - Texas City, Tex.	79.3	202
Janesville - Beloit, Wisc.	78.7	203
St. Joseph, Mo.	78.5	204
Jackson, Tenn.	78.2	205
Alexandria, La.	78.0	206
Grand Forks, N.D.	77.9	207
Chico, Cal.	77.6	208
Burlington, Vt.	77.3	209
Bradenton, Fla.	77.0	210
Terre Haute, Ind.	76.9	211
Brownsville - Harlingen, Tex.	76.7	212
Lake Charles, La.	76.6	213
Biloxi - Gulfport, Miss.	75.8	214
Waco, Tex.	75.7	215
Sioux Falls, S.D.	75.5	216
Lynchburg, Va.	74.7	217
Hutchinson, Kans.	74.3	218
Hyannis, Mass.	72.7	219
San Luis Obispo, Cal.	72.5	220
Beaver County, Pa.	71.7	221
Beckley, W.Va.	71.0	222
Provo - Orem, Utah	70.4	223
Joplin, Mo.	70.2	224
Waterville, Me.	69.9	225
Decatur, Ill.	69.9	225
Killeen - Temple, Tex.	69.7	227
Parkersburg - Marietta, W.Va.-Ohio	68.8	228
Muncie, Ind.	68.7	229
Yakima, Wash.	68.4	230
Lima, Ohio	67.7	231
Ocala, Fla.	67.6	232
Monroe, La.	67.3	233
Lewiston - Auburn, Me.	67.2	234
Odessa, Tex.	67.0	235
Carbondale, Ill.	65.2	236
Florence, S.C.	65.0	237
Muskegon, Mich.	64.8	238
Eau Claire, Wisc.	64.8	238
La Crosse, Wisc.	64.7	240
Florence, Ala.	63.8	241
Sunbury, Pa.	63.6	242
Bremerton, Wash.	63.5	243
Tuscaloosa, Ala.	63.2	244
Racine, Wisc.	63.2	244
Pottsville, Pa.	63.0	246
Lafayette - West Lafayette, Ind.	62.7	247
Lafayette, La.	61.7	248
Albany, Ga.	61.6	249
Anniston, Ala.	61.3	250
Benton Harbor, Mich.	61.2	251
San Angelo, Tex.	60.4	252
Casper, Wyo.	60.1	253
Longview - Marshall, Tex.	59.4	254
Rapid City, S.D.	59.1	255
Owensboro, Ky.	58.8	256
Great Falls, Mont.	58.7	257
Victoria, Tex.	58.5	258
Dubuque, Iowa	57.9	259
Olympia, Wash.	57.3	260
Charlottesville, Va.	57.2	261
Rochester, Minn.	57.0	262
Missoula, Mont.	56.4	263
Redding, Cal.	56.2	264
Bryan - College Station, Tex.	55.5	265
Elmira, N.Y.	55.4	266
Olean, N.Y.	55.3	267
Pittsfield, Mass.	54.9	268
Jamestown, N.Y.	54.7	269
Butler, Pa.	54.6	270
Paducah, Ky.	54.0	271
Medford, Ore.	53.2	272
Elkhart - Goshen, Ind.	53.0	273
Salina, Kans.	52.2	274
Fort Walton Beach, Fla.	51.9	275
Naples, Fla.	51.7	276
Battle Creek, Mich.	51.7	276
Jackson, Mich.	51.3	278
Richland - Kennewick - Pasco, Wash.	51.2	279
Altoona, Pa.	51.1	280
Bismarck, N.D.	50.9	281
Texarkana, Tex.-Ark.	49.7	282
Panama City, Fla.	49.5	283
Myrtle Beach, S.C.	49.5	283
Kankakee, Ill.	49.3	285
Sandusky, Ohio	49.1	286
Mansfield, Ohio	48.9	287
Mankato, Minn.	48.9	287
Anderson, Ind.	48.8	289
Danville, Va.	47.7	290
Decatur, Ala.	47.5	291
Bluefield, W.Va.	47.2	292
Salisbury, Md.	46.9	293
Sharon, Pa.	46.5	294
Gadsden, Ala.	46.2	295
Fredericksburg, Va.	46.1	296
St. Cloud, Minn.	45.5	297
Grand Junction, Colo.	45.5	297
Wooster, Ohio	44.6	299
Williamsport, Pa.	43.9	300
Kenosha, Wisc.	43.9	300
Traverse City, Mich.	43.6	302
Minot, N.D.	43.6	302
Hickory, N.C.	42.8	304
Wenatchee, Wash.	42.7	305
Danville, Ill.	42.7	305
Bloomington, Ind.	42.6	307
Hagerstown, Md.	41.1	308
Lawton, Okla.	41.0	309
Quincy, Ill.	40.5	310
Glens Falls, N.Y.	40.3	311
Cumberland, Md.	39.3	312
Burlington, N.C.	39.3	312
Enid, Okla.	38.5	314
Kokomo, Ind.	38.4	315
Harrisonburg, Va.	38.0	316
Sheboygan, Wisc.	37.8	317
Grand Island, Neb.	35.8	318
Portsmouth - Dover - Rochester, N.H.	33.1	319
New Philadelphia - Dover, Ohio	33.0	320
Findlay, Ohio	24.8	321

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986									% Hslds. Cov. Total Area
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	171.2	61.3	1,486,034	599,437	135,990	71,575	26,303	143,291	26,024	48.7
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Bibb, St. Clair, Shelby, Walker.	898.4	339.1	9,526,055	4,712,276	982,453	497,527	276,851	1,238,218	192,362	54.6
DECATUR (Morgan) . . . **Over 50%:** Morgan; **20 - 49%:** Lawrence.	130.2	47.5	1,219,788	574,118	122,233	75,154	27,796	143,093	23,532	47.7
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert, Lauderdale; **20 - 49%:** Franklin.	169.1	63.8	1,585,5[illegible]	797,724	151,336	119,131	35,590	219,719	23,550	47.6
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	123.9	46.2	1,069,496	479,180	117,791	61,347	22,308	104,75[illegible]	17,925	56.1
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	225.2	84.1	2,892,698	1,275,258	225,069	170,474	80,776	354,124	36,407	67.9
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	516.2	185.5	5,249,200	2,878,039	659,779	366,461	147,978	696,572	132,762	50.7
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Elmore, Lowndes, Pike.	342.2	122.1	3,446,491	1,742,244	331,060	235,823	71,224	496,511	74,702	42.7
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Pickens, Tuscaloosa.	176.3	63.2	1,531,429	836,176	202,300	107,853	37,356	182,210	29,026	43.1
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage; **20 - 49%:** Kenai Peninsula, Matanuska-Susitna, North Slope, Valdez - Cordova.	340.2	122.5	5,173,491	3,132,105	554,343	360,526	146,804	556,259	116,704	74.5
ARIZONA										
PHOENIX (Maricopa) . . . **20 - 49%:** Gila, La Paz, Maricopa, Pinal.	2,074.4	804.8	25,777,646	12,921,181	2,932,420	1,407,578	777,632	2,643,744	541,898	47.0
TUCSON (Pima) . . . **20 - 49%:** Pima, Santa Cruz.	641.2	252.6	7,002,459	3,576,780	799,969	486,034	221,943	715,645	152,287	48.0
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan; OKLA.: Le Flore, Sequoyah.	263.7	96.8	2,516,833	1,127,536	238,270	165,994	48,986	224,091	30,125	41.9
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Jefferson, Lonoke, Monroe, Perry, Prairie, Saline, Van Buren, White, Woodruff.	942.8	344.7	9,883,132	5,230,213	1,112,907	719,899	224,203	1,141,212	135,426	44.0
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	136.4	49.7	1,318,646	811,552	178,215	114,585	34,898	156,958	25,905	53.5
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,177.3	773.8	34,579,535	16,116,999	2,893,549	1,919,470	872,945	3,977,853	488,378	39.2
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	493.8	176.0	6,157,232	2,792,087	640,597	258,709	138,529	671,076	94,733	46.1
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	194.3	77.6	2,159,417	1,101,437	297,202	104,052	49,220	206,199	57,773	33.5
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Madera.	666.0	237.0	7,951,923	3,535,648	763,969	348,872	181,788	871,512	174,988	50.3



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[1] Fresno ADI, S&MM 1986 Survey of Buying Power
[2] Audit readers per copy: 2.3 daily; 2.5 Sunday ABC Audit, December 1986

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CALIFORNIA (cont.)										
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%:** Inyo, Los Angeles, Mono, Orange, Ventura.	11,139.4	4,036.1	158,171,125	73,699,741	14,163,974	8,116,444	4,617,747	17,665,035	2,413,195	41.7
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	313.9	110.5	3,462,073	1,809,954	421,712	217,055	113,491	345,504	94,445	54.7
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,949.2	753.0	31,332,999	13,458,445	2,678,894	1,625,779	759,940	3,156,381	524,170	38.4
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	621.7	204.7	9,098,441	3,515,122	753,516	448,438	153,860	966,933	123,279	22.8
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	149.2	56.2	1,519,386	861,947	212,858	81,396	30,653	158,284	55,073	60.5
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **Over 50%:** Riverside; **20 - 49%:** San Bernardino.	2,005.4	724.4	24,347,979	11,242,780	2,552,301	1,307,304	547,631	2,575,919	364,949	39.0
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Yolo.	1,344.6	523.9	18,284,839	8,865,300	1,837,281	947,781	500,996	2,124,203	375,249	56.6
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	337.3	111.1	4,259,390	1,907,547	328,750	197,958	99,628	464,045	76,573	29.8
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,217.7	808.8	31,678,473	14,346,841	2,628,585	1,764,532	851,585	3,642,118	433,949	53.8
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Alameda, Contra Costa, Sonoma.	3,881.5	1,558.8	65,524,610	30,182,854	5,738,288	3,393,866	1,742,329	6,350,945	1,094,910	38.7
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,409.1	493.7	22,888,039	10,350,236	1,844,899	1,314,221	707,024	2,452,954	385,712	52.1
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	193.9	72.5	2,360,440	1,064,423	255,847	50,047	48,802	204,883	47,633	36.8
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	338.1	127.6	5,078,962	2,901,920	535,662	255,613	175,050	563,896	108,730	37.7
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	223.8	85.1	3,281,487	1,285,236	294,470	92,747	63.798	277,440	50,578	32.7
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	348.6	137.7	5,151,191	2,183,022	487,836	232,015	121,259	424,216	110,898	48.6
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	423.3	156.0	5,016,386	2,283,819	509,925	247,120	116,671	540,399	106,928	31.6
COLORADO										
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	217.6	85.0	2,978,667	1,621,330	370,719	158,040	109,330	320,223	35,164	35.1
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	383.7	143.0	4,531,034	2,388,025	459,217	323,241	124,298	514,557	37,093	73.1

RESPONSE.

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Source: Scarborough's 1987 Newspaper Audience Ratings Study
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MIAMI • MINNEAPOLIS • NEW YORK • PHILADELPHIA • SAN FRANCISCO

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986									% Hslds. Cov. Total Area
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
COLORADO (cont.)										
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Jefferson; **20 - 49%:** Boulder, Chaffee, Cheyenne, Clear Creek, Eagle, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Morgan, Phillips, Pitkin, Routt, San Miguel, Sedgwick, Summit, Washington, Yuma.	2,240.6	894.4	31,511,578	16,139,299	3,389,169	1,811,702	1,003,658	3,027,926	378,333	55.9
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Rio Blanco.	121.3	45.5	1,305,396	906,102	201,653	95,243	47,048	184,692	23,158	54.8
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Alamosa, Baca, Bent, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	260.0	98.5	2,399,533	1,285,861	339,380	159,721	60,869	209,219	44,830	49.8
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **20 - 49%:** Fairfield.	828.6	296.4	16,035,845	7,393,467	1,408,559	848,519	391,180	1,586,039	160,505	46.6
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,097.9	404.4	16,953,593	8,476,312	1,664,432	916,233	414,340	1,889,309	276,216	70.0
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	935.8	345.1	14,097,386	6,364,835	1,410,118	708,049	292,948	1,342,196	163,560	62.0
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	251.4	89.4	3,622,006	1,754,912	333,418	137,852	82,830	480,600	40,642	41.2
DELAWARE										
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex.	523.8	189.1	6,837,415	3,816,466	710,541	529,601	217,078	861,133	124,905	54.8
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's, Worcester; VA.: Fauquier, Loudoun, Prince William.	3,789.7	1,406.4	65,043,822	28,075,724	5,100,160	3,242,953	1,864,935	6,961,477	1,005,283	68.8
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	180.5	77.0	2,174,460	1,268,806	242,843	122,825	68,735	410,327	44,912	44.6
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	342.1	145.1	4,005,264	2,082,685	433,165	221,280	116,859	509,439	92,949	65.9
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,167.8	496.1	16,907,642	9,232,189	1,525,573	897,249	626,783	2,864,268	326,053	40.9

4.5 billion

THE NEW HAVEN MARKET

$4,500,000,000

in annual retail sales – and growing!

The 508,000 adults who reside in the New Haven Market have an Annual Per Household Effective Buying Income of $41,261, 24% above the national average. To reach this affluent Market, you need the New Haven Register. We deliver 229,900 adult readers daily and 319,500 on Sunday. It would take the combined audience of the next seven best-selling dailies and eight best-selling Sunday newspapers to match the Register's reach. For more information, call Thomas Foley, National Advertising Manager at (203) 562-1121, or Landon Associates.

New Haven Register

SOURCES: S&MM, 1987, BELDEN CMS, 1987

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FLORIDA (cont.)										
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee.	279.0	117.8	3,570,942	1,895,169	385,261	209,321	146,421	470,072	81,450	52.4
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa.	142.6	51.9	1,575,119	941,399	154,518	122,903	67,153	249,409	25,094	51.9
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	252.1	92.6	2,499,789	1,353,888	314,006	154,101	57,575	321,748	34,075	53.1
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Nassau, St. Johns; GA.: Camden.	888.0	331.8	10,185,928	5,222,829	926,325	500,971	241,454	1,507,744	187,493	54.7
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	373.9	139.5	3,754,550	2,055,2[illegible]	468,364	235,692	72,402	599,030	60,751	46.3
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . **20 - 49%:** Brevard.	361.7	144.9	4,186,653	2,109,1[illegible]	366,370	280,156	100,090	596,211	121,659	44.0
MIAMI-HIALEAH (Dade) . . . **20 - 49%:** Dade, Monroe.	1,856.7	704.1	22,5[illegible],947	14,087,0[illegible]	2,222,537	1,518,634	760,076	3,976,130	595,715	45.9
NAPLES (Collier) . . . **Over 50%:** Collier.	123.5	51.7	1,589,[illegible]20	1,062,86[illegible]	214,668	81,717	96,761	255,913	38,270	53.3
OCALA (Marion) . . . **Over 50%:** Marion.	172.6	67.[illegible]	1,369,828	1,134,06[illegible]	226,150	129,340	64,208	253,556	41,205	54.0
ORLANDO (Orange) . . . **Over 50%:** Orange, Seminole; **20 - 49%:** Lake, Osceola.	1,031.6	394.6	12,212,931	7,364,990	1,341,144	767,616	357,870	2,230,149	187,681	50.9
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	131.4	49.5	1,143,595	812,868	129,095	95,853	39,861	243,497	25,666	60.8
PENSACOLA (Escambia) . . . **20 - 49%:** Escambia, Santa Rosa.	340.3	125.4	3,802,647	1,860,869	371,418	289,987	90,388	494,388	46,895	40.9
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota, **20 - 49%:** Charlotte, Manatee.	516.6	230.0	6,620,849	3,752,599	702,696	359,402	269,813	1,071,465	154,334	44.2

THE TARGET YOU MUST MARKET

If you want to take aim on South Florida, take a look at some numbers that really hit the mark.

- **#1 and #2**

Between 1980 and 1985, Palm Beach County ranked as the fastest growing metro-market of 500,000 residents or more in Florida and the 2nd fastest in the U.S. — growth that is continuing today with at an annual growth rate 2-times as fast as Ft. Lauderdale/Broward's and 4-times as fast as Miami/Dade's.

- **#1 and #9**

Palm Beach County residents enjoy the highest effective buying income on both a per capita ($15,626) and per household ($36,597) basis in the state — the 9th highest personal income figures among major U.S. markets and the only Southeast market to place in the top 10.

- **407,000 and 426,000**

With 407,000 weekday readers and 426,000 Sunday readers, The Palm Beach Post reaches nearly two-thirds of all Palm Beach County adults. Now *that's* a sure shot.

	West Palm Beach-Delray Beach-Boca Raton	Ft. Lauderdale-Hollywood-Pompano Beach	Miami-Hialeah	Florida
1987 Population (Estimated, 000)	790	1,173	1,803	12,000
Average Annual Increase in Adult Population 1985-87	6%	2%	1%	3%
1986 EBI/HH	$36,597	$34,081	$32,115	$30,312
1986 EBI/Cap	$15,626	$14,478	$12,092	$12,114

SOURCES: University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, 1986

Sales and Marketing Management Survey of Buying Power, 1987

U.S. Department of Commerce, Survey of Current Business, 1986

1987 Market Opinion Research

The Palm Beach Post

For further information, contact John Drotrar at (904) 837-4277 or toll-free in Florida 1-800-432-7595, ext. 4277.

Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

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Atlanta (404) 261-1362

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FLORIDA (cont.)										
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Godsden, Jefferson, Liberty, Wakulla.	254.5	93.7	2,682,163	1,335,474	276,229	214,800	83,771	248,100	33,460	49.8
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands, Hilisborough.	2,080.8	875.6	24,975,932	13,062,525	2,726,542	1,484,027	786,192	3,437,529	438,069	57.5
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Martin, Okeechobee, Palm Beach.	873.8	370.9	13,151,149	6,706,941	1,252,657	697,445	486,260	1,802,551	241,732	35.2
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Quitman, Randolph, Terrell, Worth.	184.3	61.6	1,571,103	961,647	211,832	118,588	49,197	249,426	26,943	50.6
ATLANTA (Fulton, Cobb, Gwinnett) . . . **Over 50%:** Cobb, Fulton, Gwinnett; **20 - 49%:** Butts, Cherokee, Clayton, Coweta, De Kalb, Douglas, Fayette, Henry, Newton, Rockdale, Towns.	2,366.6	878.1	32,558,265	18,319,095	2,998,314	2,374,582	914,406	4,771,466	551 495	46.8
AUGUSTA (Richmond) . . . **Over 50%:** Columbia, Richmond; **20 - 49%:** Burke, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	473.4	165.5	4,801,599	2,307,529	483,655	270,734	123,105	589,595	90,124	46.0
COLUMBUS (Muscogee) . . . **Over 50%:** Chattahoochee, Muscogee; **20 - 49%:** ALA.: Russell; GA.: Harris, Marion, Quitman, Stewart, Talbot.	286.3	98.3	2,708,751	1,345,461	241,629	168,997	89,865	388,582	41,152	52.4
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Crawford, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Taylor, Telfair, Twiggs, Wilkinson.	448.8	155.5	4,701,451	2,319,033	502,957	282,497	114,314	619,179	85,403	40.2

When you're on top, don't look down ...

Look even higher, to a new plateau and a new level of success to achieve.

So it goes in Tampa Bay, Florida's best market, where St. Petersburg, Tampa and Clearwater create a metro area that leads the state in population, households and income.

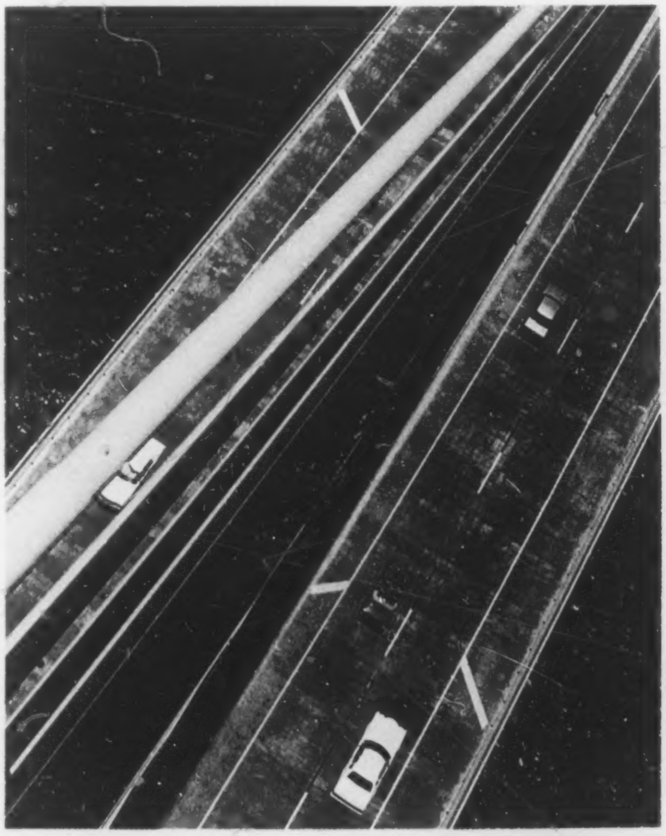
And where else but in Florida's best market would you expect to find Florida's best newspaper — the *St. Petersburg Times*. More advertisers turn to the ADI's top newspaper because it delivers 693,100 daily adult readers and 775,800 adults on Sunday.*

So, if you do business in Florida's best market, call your *Times* advertising representative at 813/893-8249 and head straight to the top. Because, from our perspective, that's the best place to be.

* Scarborough Research Corporation, The 1987 Scarborough Report.

St. Petersburg Times

Florida's best newspaper



Sunshine Skyway Bridge ○ Photo by Douglas Johns

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GEORGIA (cont.)										
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Screven, Tattnall; S.C.: Jasper.	317.7	113.5	3,273,458	1,836,326	367,290	205,492	102,007	437,288	59,219	53.6
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	966.2	302.0	12,290,727	6,184,762	1,157,560	776,204	186,747	888,160	364,053	60.2
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Payette, Valley, Washington.	276.1	99.9	2,983,904	1,256,565	300,225	98,050	65,099	255,124	60,724	45.7
ILLINOIS										
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	350.6	123.0	4,819,983	1,756,402	357,669	200,928	68,472	350,439	90,781	49.0
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	267.3	96.8	3,320,302	1,345,022	247,805	146,883	61,557	368,866	46,355	49.9
CARBONDALE (Jackson) . . . **20 - 49%:** Jackson, Perry, Union, Williamson.	165.2	65.2	1,660,360	903,650	171,988	104,213	39,980	238,236	25,924	31.7
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	222.6	81.3	2,593,588	1,239,268	228,608	157,266	57,301	272,379	45,034	50.8
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will.	7,302.9	2,637.7	103,090,494	43,769,322	7,471,332	4,876,409	2,457,848	9,680,736	2,125,685	50.0
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain.	112.1	42.7	1,201,211	635,269	145,705	75,236	25,153	143,672	28,486	54.1

Athens
Augusta
Macon
Columbus
Savannah
Albany

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,376,100 Population
- 478,400 Households
- $12,762,555,000 Effective Buying Income
- $6,954,283,000 Retail Sales
- $1,388,081,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1986

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ILLINOIS (cont.)										
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	441.8	167.1	5,701,799	2,578,637	521,995	356,286	113,925	647,475	94,271	48.7
DECATUR (Macon) . . . **Over 50%:** Macon; **20 - 49%:** Moultrie, Piatt, Shelby.	184.4	69.9	2,289,964	970,840	186,872	127,982	52,464	243,511	39,448	50.2
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	381.1	125.2	4,748,056	1,607,737	311,778	163,350	49,100	409,173	84,875	36.7
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	135.4	49.3	1,461,419	608,678	131,619	66,098	30,803	155,645	25,618	57.0
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	478.2	158.0	7,776,152	3,097,077	439,116	257,621	144,909	1,161,800	124,459	24.0
PEORIA (Peoria) . . . **Over 50%:** Peoria, Tazewell; **20 - 49%:** Fulton, Marshall, Stark, Woodford.	424.8	158.9	5,651,265	2,136,203	442,679	266,541	106,453	550,023	71,170	55.9
QUINCY (Adams) . . . **Over 50%:** Adams; **20 - 49%:** Brown, Pike; MO.: Lewis.	104.8	40.5	1,021,649	598,647	116,759	92,457	23,159	173,578	17,291	55.5
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	330.8	123.2	4,216,117	1,834,645	366,624	228,819	93,003	458,961	52,175	48.3
ST. LOUIS (MO.: St. Louis; ILL.: Madison, St. Clair) . . . **20 - 49%:** ILL.: Calhoun, Greene, Jersey, Macoupin, Madison, Monroe, St. Clair; MO.: St. Charles, St. Louis.	2,244.0	825.4	29,352,695	15,309,653	3,026,880	2,177,856	697,027	3,808,654	418,891	40.8
SPRINGFIELD (Sangamon) . . . **Over 50%:** Sangamon; **20 - 49%:** Cass, Christian, Macoupin, Menard.	298.1	118.5	3,650,551	1,599,672	313,863	204,707	80,534	367,879	84,140	51.2

GCN

AURORA Beacon-News (312) 844-5858
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ELGIN Courier-News (312) 888-7790
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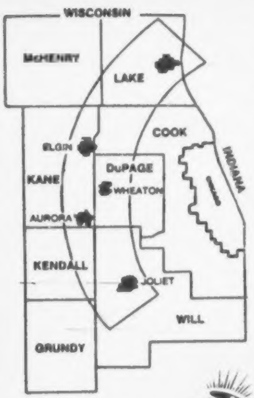
LAKE CO. News-Sun (312) 336-7000

GREATER CHICAGO NEWSPAPERS



In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Sun-Times and the Chicago Tribune.

Greater Chicago Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of nearly $32,000 and represent some of the strongest buying power in the nation.

Recent data ranking household buying power in 315 metropolitan areas across the nation places Lake County, IL, as 5th; Will and Grundy counties, 12th; and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need GCN — the "market apart," ideal for upscale marketers.

Source: 1984 Sales and Marketing Management's Survey of Buying Power

★ 22% Group Discount Rate
★ News Plan Discounts
★ 96% Home Delivery
★ SAU Price Structure

Copley Newspapers

A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.

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INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	132.0	48.8	1,528,022	795,976	180.863	95,404	33,652	196,864	37,941	70.3
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.4	42.6	1,212,465	599,164	113,888	76,080	27,261	129,926	20,183	54.7
ELKHART-GOSHEN (Elkhart) . . . **20 - 49%:** Elkhart.	146.8	53.0	1,660,506	1,063,283	218,497	89,019	25,244	413,408	33,829	48.7
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Union.	386.7	145.1	4,383,243	2,296,264	483,770	307,083	110,525	527,676	76,962	60.8
FORT WAYNE (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Adams, De Kalb, Huntington, Noble, Steuben, Wells, Whitley.	515.8	185.0	5,811,708	2,945,269	570,048	344,394	157,054	691,434	121,633	58.3
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	661.6	226.9	7,222,106	3,884,026	801,851	450,721	165,231	825,666	206,471	54.9
INDIANAPOLIS (Marion) . . . **Over 50%:** Hamilton, Hendricks, Marion; **20 - 49%:** Boone, Hancock, Johnson, Morgan, Putnam, Rush, Shelby.	1,268.6	467.4	15,798,982	8,710,774	1,446,030	1,056,747	398,292	2,257,441	386,680	62.9
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.3	38.4	1,332,956	730,861	132,451	85,371	26,658	199,720	33,653	64.9
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, White.	176.0	62.7	1,940,408	981,803	167,234	126,035	36,317	257,595	40,743	46.8
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	190.5	68.7	1,980,675	1,131,390	232,913	121,279	62,275	251,247	57,915	62.8
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	355.1	130.4	3,955,890	2,003,289	353,446	248,949	137,437	502,805	95,908	57.9
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	205.1	76.9	2,089,399	1,294,451	236,826	146,493	42,773	307,221	41,048	44.0
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	269.2	103.2	3,203,195	1,436,195	318,393	214,455	63,372	315,692	45,791	55.4
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.. Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	441.8	167.1	5,701,799	2,578,637	521,995	356,286	113,925	647,475	94,271	48.7
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hardin, Henry, Humboldt, Jasper, Kossuth, Lucas, Madison, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Warren, Wayne, Winnebago, Wright.	1,016.7	396.5	11,841,927	5,927,040	1,388,444	646,825	259,940	1,458,857	166,644	38.2
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	167.9	57.9	1,657,642	810,666	171,220	104,996	39,072	182,039	27,270	50.6

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986									% Hslds. Cov. Total Area
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
IOWA (cont.)										
SIOUX CITY (Woodbury) . . . **Over 50%:** Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	250.8	94.0	2,467,293	1,323,385	295,392	141,386	50,763	344,434	41,335	49.2
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk; **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	234.1	86.3	2,697,408	1,114,456	244,393	129,040	48,684	276,318	42,224	50.1
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Reno; **20 - 49%:** Clark, Comanche, Edwards, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	192.0	74.3	2,221,074	975,223	229,390	64,402	47,597	303,568	27,474	44.8
KANSAS CITY (MO.: Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,680.9	631.0	22,237,743	11,609,608	2,209,184	1,591,288	469,536	3,025,372	339,153	73.1

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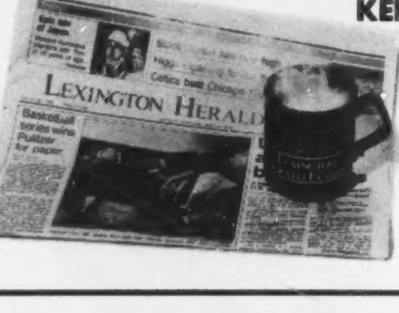

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	1980	1985	Growth
Population	322,200	330,700	+3%
EBI	$2.5 billion	$3.7 billion	+51%
EBI/HH	$21,170	$30,194	+43%
Retail Sales	$1.7 billion	$2.1 billion	+25%
RS/HH	$14,320	$16,906	+18%

Sources: 1981, 1986 S&MM Survey of Buying Power

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KANSAS (cont.)										
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Mitchell, Osborne, Republic, Smith.	130.9	52.2	1,384,445	779,194	176,350	68,144	39,983	212,582	24,349	45.2
TOPEKA (Shawnee) . . . **Over 50%:** Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	260.3	100.0	3,363,219	1,406,978	330,056	166,310	58,413	331,052	54,571	55.4
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	548.0	210.8	7,728,247	3,273,502	669,293	446,277	161,490	850,515	82,208	48.0
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette, Woodford; **20 - 49%:** Anderson, Bourbon, Clark, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Scott.	466.9	171.5	5,103,013	2,839,348	557,261	384,080	137,416	633,511	99,916	45.8
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Marion, Nelson, Shelby, Spencer, Washington.	1,170.1	420.4	12,844,368	6,632,280	1,322,322	911,023	329,050	1,454,705	282,938	57.6
OWENSBORO (Daviess) . . . **Over 50%:** Daviess; **20 - 49%:** Hancock, McLean, Muhlenberg, Ohio.	162.2	58.8	1,622,315	875,939	211,461	116,729	36,739	187,966	42,309	53.0
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	138.1	54.0	1,447,217	686,869	155,247	67,018	32,192	148,280	28,654	45.9
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant, La Salle.	223.1	78.0	1,901,285	910,340	211,874	130,536	42,491	189,815	39,016	42.9
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	628.9	213.8	6,596,784	3,497,719	837,497	482,849	208,617	639,174	102,919	46.4
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	172.2	61.7	2,027,769	1,494,511	255,452	229,856	75,677	271,237	33,081	36.3
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu; **20 - 49%:** Beauregard, Cameron.	220.1	76.6	2,237,408	1,218,402	330,698	128,398	62,912	203,198	49,083	45.9
MONROE (Ouachita) . . . **20 - 49%:** Ouachita, Richland, Union.	192.0	67.3	1,665,892	997,874	202,679	138,350	54,988	207,159	39,861	39.8
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, St. Bernard; **20 - 49%:** Plaquemines, St. Charles, St. James, St. John the Baptist, St. Tammany.	1,396.7	508.7	14,927,279	8,473,180	2,036,408	978,129	501,495	1,309,233	373,011	48.8
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	488.8	179.2	5,022,781	2,623,088	599,442	352,286	139,822	506,678	80,694	48.6
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	390.1	140.5	3,729,304	2,293,460	550,137	225,340	69.276	523,493	74,597	53.6

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MAINE (cont.)											
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	180.8	67.2	1,863,768	1,033,783	260,118	97,192	27,51[illegible]	256,476	29,501	64.9	
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	449.6	170.1	5,404,815	3,649,930	771,154	290,664	103,578	743,858	97,645	48.1	
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	191.2	69.9	1,961,577	1,200,567	264,798	113,274	44,239	302,301	32,910	35.1	
MARYLAND											
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Harford, Howard, Queen Anne's, Worcester.	2,226.8	812.4	27,908,054	14,116,116	2,632,844	1,610,328	709,403	3,352,027	508,258	48.1	
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** W.VA.: Mineral.	104.5	39.3	1,018,109	545,571	110,084	98,776	26,369	1[illegible],929	25,262	65.6	
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	114.6	41.1	1,206,409	691,825	116,915	79,238	32,942	142,432	27,282	76.3	
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	125.9	46.9	1,264,383	994,115	187,922	101,058	51,232	244,639	29,688	46.2	
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's, Worcester; VA.: Fauquier, Loudoun, Prince William.	3,789.7	1,406.4	65,043,822	28,075,724	5,100,160	3,242,953	1,864,935	6,961,477	1,005,283	68.8	
MASSACHUSETTS											
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Essex, Middlesex, Plymouth, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,141.1	1,551.6	63,769,379	34,633,804	6,235,437	3,543,467	1,534,074	7,304,468	1,074,044	69.3	
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	176.3	72.7	2,524,454	1,826,300	348,371	151,614	68,456	334,048	53,962	55.7	
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	493.3	180.2	5,696,823	3,771,176	1,019,436	358,318	133,085	796,808	99,985	40.8	
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	142.8	54.9	1,842,708	1,149,121	270,217	106,046	30,578	228,862	34,349	56.1	
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	589.8	216.0	7,172,438	4,213,284	894,116	532,479	165,075	823,460	133,531	56.5	

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MASSACHUSETTS (cont.)										
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	664.8	242.9	8,783,148	4,209,033	795,612	527,586	152,421	883,308	153,419	54.6
MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	270.2	98.6	3,641,123	1,879,430	268,881	284,846	119,726	438,939	63,934	45.6
BATTLE CREEK (Calhoun) . . . **20 - 49%:** Calhoun.	137.4	51.7	1,680,976	775,288	133,400	131,616	28,002	172,875	35,020	48.0
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien.	165.7	61.2	1,893,382	838,233	149,734	139,042	22,909	170,627	30,797	48.7
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Cheboygan, Crawford, Emmet, Iosco, Isabella, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,886.7	1,782.0	62,827,755	31,500,238	5,652,319	3,589,304	1,665,162	7,941,376	1,562,266	74.1
FLINT (Genesee) . . . **Over 50%:** Genesee.	441.0	159.6	4,918,906	2,977,633	477,594	532,544	137,203	780,953	124,599	63.0
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	643.5	231.8	8,148,494	4,238,030	630,095	657,777	276,888	1,081,921	102,429	51.4
JACKSON (Jackson) . . . **Over 50%:** Jackson.	147.5	51.3	1,770,150	762,996	125,044	154,860	33,263	137,900	32,272	66.3
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	287.7	106.1	3,548,806	1,800,132	277,521	296,991	123,317	403,107	50,743	50.4
LANSING-EAST LANSING (Ingham) . . . **20 - 49%:** Clinton, Eaton, Ingham.	429.6	152.1	5,335,594	2,785,890	491,734	438,498	156,470	691,845	66,504	41.0
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	180.6	64.8	1,937,209	829,457	174,187	148,567	34,215	172,603	30,041	63.3

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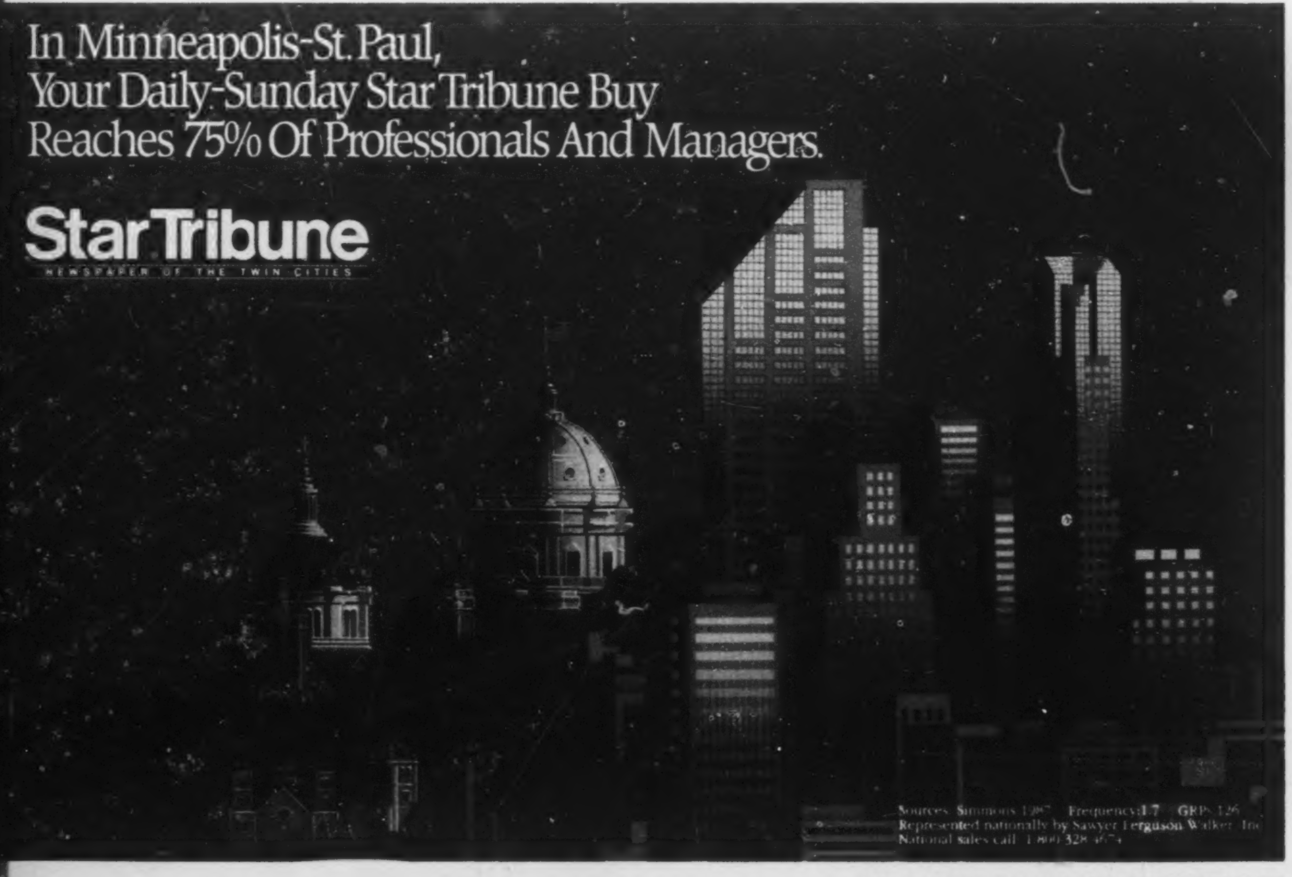
MICHIGAN (cont.)											
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw; **20 - 49%:** Arenac, Ogemaw, Tuscola.	425.7	149.5	4,391,763	2,773,997	494,119	430,477	149,945	664,653	88,162		57.5
TRAVERSE CITY (Grand Traverse) . . . **Over 50%:** Grand Traverse, Leelanau; **20 - 49%:** Antrim, Benzie, Kalkaska.	118.3	43.6	1,190,304	734,780	152,460	101,417	29,193	169,275	11,218		54.3
MINNESOTA											
DULUTH (St. Louis) . . . **Over 50%:** Carlton, St. Louis; **20 - 49%:** Cook, Itasca, Lake; WIS.: Douglas.	345.1	129.2	3,765,906	1,945,869	428,334	240,462	65,382	365,364	59,547		45.1
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	255.2	92.9	2,910,189	1,513,211	258,590	157,713	64,060	439,457	36,933		48.7
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth; **20 - 49%:** Le Sueur, Nicollet, Waseca, Watonwan.	137.6	48.9	1,407,434	709,937	150,789	55,696	32,433	188,711	26,544		46.4
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Carver, Chippewa, Chisago, Douglas, Isanti, Le Sueur, McLeod, Mille Lacs, Rice, Scott, Stevens, Traverse, Wright; WIS.: Pierce, Polk, St. Croix.	2,574.9	965.8	36,392,445	18,039,923	3,242,944	2,600,879	835,711	4,455,894	455,513		50.5
ROCHESTER (Olmsted) . . . **Over 50%:** Olmsted; **20 - 49%:** Dodge, Fillmore, Wabasha.	155.0	57.0	1,856,085	1,073,068	204,387	139,924	40,746	300,620	33,456		57.8
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	142.9	45.5	1,356,491	1,326,287	168,917	119,213	36,748	202,821	23,338		51.0

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Stone.	212.6	75.8	2,048,829	1,172,127	225,715	176,190	47,039	307,347	48,426	51.1
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin.	431.3	152.2	4,446,990	2,335,825	454,362	344,847	112,774	590,262	94,530	44.6
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tippah, Union.	232.1	84.0	1,822,209	1,090,402	238,430	149,077	53,763	279,333	39,852	36.2
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	185.9	70.2	1,750,251	1,030,090	236,428	148,495	35,501	267,991	21,232	45.4
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,680.9	631.0	22,237,743	11,609,608	2,209,184	1,591,288	469,536	3,025,372	339,153	73.1
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	211.1	78.5	2,098,366	1,059,789	256,301	132,912	31,013	276,638	20,733	69.0
ST. LOUIS (St. Louis; ILL.: Madison, St. Clair) . . . **20 - 49%:** ILL.: Calhoun, Greene, Jersey, Macoupin, Madison, Monroe, St. Clair; MO.: St. Charles, St. Louis.	2,244.0	825.4	29,352,695	15,309,653	3,026,880	2,177,856	697,027	3,808,654	418,891	40.8
SPRINGFIELD (Greene) . . . **20 - 49%:** Christian, Dade, Greene, Polk, Taney, Webster.	304.5	114.4	3,216,413	1,862,971	388,294	293.170	84,637	471,858	45,936	39.4


In Minneapolis-St. Paul,
Your Daily-Sunday Star Tribune Buy
Reaches 75% Of Professionals And Managers.
Star Tribune
NEWSPAPER OF THE TWIN CITIES
Sources: Simmons 1987   Frequency:1.7   GRPs 126
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S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1986

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Yellowstone; **20 - 49%:** Big Horn, Carbon, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Stillwater, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	305.2	116.1	3,132,194	2,027,245	465,872	210,946	95,379	399,129	65,051	44.5
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	155.2	58.7	1,551,273	842,237	177,896	90,403	47,295	186,412	39,899	48.4
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	143.7	56.4	1,374,746	660,906	163,280	65,115	32,386	125,526	21,812	44.9
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard, Merrick, Sherman; **20 - 49%:** Garfield, Hamilton, Nance, Valley.	95.2	35.8	890,373	545,298	82,702	88,424	27,523	123,195	12,265	63.6
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Gage, Jefferson, Johnson, Otoe, Pawnee, Saunders, Thayer.	338.4	129.8	4,252,757	1,734,735	339,816	224,480			62,990	57.0
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Blaine, Boone, Boyd, Brown, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Grant, Harlan, Holt, Kearney, Keith, Nemaha, Otoe, Phelps, Platte, Polk, Richardson, Rock, Saunders, Washington, Wayne.	1,022.6	384.0	12,330,571	6,146,131	1,195,875	716,987	372,114	1,536,154	185,810	46.8
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	584.1	236.2	7,218,357	4,413,520	916,274	571,206	243,652	878,341	166,673	70.3
RENO (Washoe) . . . **20 - 49%:** Carson City, Humboldt, Lyon, Mineral, Pershing, Washoe.	300.6	126.4	4,012,774	2,628,893	549,039	378,760	95,935	496,691	87,072	39.7
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	348.1	126.5	4,988,807	3,069,422	587,906	473,054	155,251	693,808	69,752	51.8
PORTSMOUTH-DOVER-ROCHESTER (Strafford) . . . **Over 50%:** Strafford.	92.0	33.1	1,130,341	570,357	148,290	28,129	17,747	142,353	14,131	56.3
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	307.4	120.5	3,746,771	2,515,590	534,234	215,750	109,435	488,551	80,423	54.3

The Big Tomato...ripe for picking

Monmouth-Ocean, N.J. is in the top 35 in spending power and the top 50 in size.

- #49 Population
- #21 AVG HH EBI
- #16 Per Capita EBI
- #36 HH with EBI $50,000+
- #46 Number of Households

For additional information, call The Asbury Park Press National Advertising Dept. at 201-922-6000, or any Sawyer • Ferguson • Walker office.

THE ASBURY PARK
PRESS

S&MM 1987

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86 Total Pop (Thous.)	 Total House-holds (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchan-dise ($000)	 Furnit./ Furnish./ Appl. ($000)	 Auto-motive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
NEW JERSEY (cont.)										
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Passaic; **20 - 49%:** Bergen.	1,302.9	482.4	22,157,291	11,076,650	2,077,593	1,237,015	777,687	2,317,919	329,990	49.2
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	556.2	214.9	6,526,609	2,818,105	751,625	133,299	158,274	501,225	99,082	38.4
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **20 - 49%:** Middlesex, Somerset.	846.1	298.5	13,824,297	6,429,892	1,393,724	745,402	517,148	1,282,548	177,959	46.9
MONMOUTH-OCEAN (Monmouth) . . . **20 - 49%:** Monmouth, Ocean.	957.2	360.5	14,837,079	6,620,082	1,447,305	610,843	303,854	1,852,298	182,629	36.7

If money could buy happiness, Bergen/Passaic could afford it.

Annually, Bergen/Passaic residents purchase $20.7 billion worth of retail merchandise. And while this may not buy happiness, spending does seem to keep this wealthy and desirable market occupied.

Whether these shopping-happy consumers are buying a new car, looking for vacation spots, or updating a wardrobe, they look to The Record, faithfully. And with your advertising dollars targeted in The Record, New Jersey's largest evening newspaper, your message reaches over 439,000 of Bergen/Passaic's distinctly upscale residents daily. Which means you capture the sixth largest market in America for percentage of households with EBI's of $50,000 and over. And for 65 percent of these readers, The Record is their exclusive newspaper.

Put your advertising where the results will be most effective and most satisfying. Buy a little happiness with The Record.

The Record

We cover your world. All of it.

150 River Street, Hackensack, N.J. 07601 (201) 646-4259
1350 Route 23, Wayne, N.J. 07470 (201) 628-6183

Sources: The Scarborough Report, 1986 © S&MM Survey of Buying Power, 1986 National Representative: Sawyer-Ferguson-Walker Co.

Reach the Greenest Coverage in the Garden State in the Daily Record.

Daily Record

S Morris County is #1 in median household income in the New York ADI
(Source: 1986 SM&M Survey of Buying Power)

S Morris County's $52,541 is the highest EBI per household in New Jersey
(Source: 1986 SM&M Survey of Buying Power)

S 58% of all adults earning $50,000 plus per year in Morris County read the Daily Record (Source: Belden Associates, 1985)

S Morris County is currently #2 in U.S. median EBI per household at $42,445
(Source: 1986 SM&M Survey of Buying Power)

The Daily Record reaches the richest county in New Jersey and one of the richest counties in the U.S.

For the Greenest Coverage in the Garden State

The Daily Record A Colorful Part of Your Life

55 Park Place Morristown N. J. 07960 201-538-2000

S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
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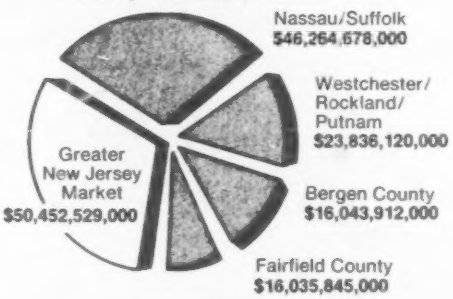
NEW JERSEY (cont.)										
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Hunterdon, Middlesex, Somerset, Sussex, Warren.	2,934.6	1,052.9	46,443,485	19,664,203	4,291,433	1,817,806	1,377,007	4,208,089	595,105	45.3
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia.	4,827.4	1,773.3	63,47[illegible],921	31,122,684	6,102,247	3,676,526	1,615,370	7,184,748	1,124,643	64.1
TRENTON (Mercer) . . . **Over 50%:** Mercer.	319.8	115.1	5,049,666	2,300,232	480,021	299,001	127,858	424,432	78,044	84.1
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo, Catron; **20 - 49%:** Guadalupe, Los Alamos, Santa Fe, Socorro, Valencia.	640.6	241.9	7,172,379	3,979,717	814,233	452,732	231,973	884,771	128,728	54.5
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Saratoga, Schenectady; **20 - 49%:** Montgomery, Schoharie.	842.7	314.2	11,185,597	5,264,213	1,229,366	501,904	274,815	1,205,069	199,946	70.3
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Tioga.	268.5	98.9	3,495,139	1,492,616	363,530	161,301	70,614	330,252	71,608	57.7
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,234.1	453.6	15,144,042	6,563,376	1,720,928	700,605	301,283	1,403,656	330,233	65.4
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	155.0	55.4	1,562,221	724,092	151,958	109,997	25,661	169,950	30,952	51.8
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	115.0	40.3	1,253,015	705,572	177,518	70,290	18,826	146,996	31,637	67.3

#1 Suburban market in the New York ADI

Compare EBI's



The Sunday Star-Ledger delivers nearly 1.3 million readers in the Greater New Jersey market . . . richest of all suburban markets surrounding New York City.

For more information about The Star-Ledger's selling power, contact Fredric Marks, National Advertising Manager, (201) 877-5864.

The Star-Ledger

New Jersey's Largest Newspaper
Total Circulation: 461,080 daily — 681,802 Sunday
Star-Ledger Plaza, Newark, N.J. 07101
Represented Nationally by Newhouse Newspapers

Sources: S & MM Survey of Buying Power, 1987; ABC FasFax 3/31/87; The Scarborough Report, 1986. The Greater New Jersey Market is Essex, Middlesex, Monmouth, Morris, Somerset & Union Counties.

S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1986

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NEW YORK (cont.)										
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	147.5	54.7	1,622,043	673,856	183,915	67,371	24,996	152,785	27,545	46.8
NASSAU-SUFFOLK (Suffolk) . . . **Over 50%:** Nassau. Suffolk.	2,663.8	865.5	46,264,678	20,979,657	4,306,903	2,127,985	1,429,882	4,254,963	624,446	57.3
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Union; N.Y.: Dutchess, Nassau, Putnam, Suffolk.	14,181.1	5,375.1	217,918,232	88,366,753	18,122,131	9,167,782	6,249,070	15,268,660	2,952,236	48.5
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	217.4	80.0	2,658,229	1,016,667	280,313	128,551	34,192	215,982	50,466	33.8

BUYING POWER

With just one issue of Newsday, your ad reaches 464,900 adults in Nassau-Suffolk, Long Island, with household incomes of $50,000 or more. That's seven out of 10 of all Long Island adults in this affluent bracket.

Newsday

Source: The Scarborough Report-New York Market, 1986

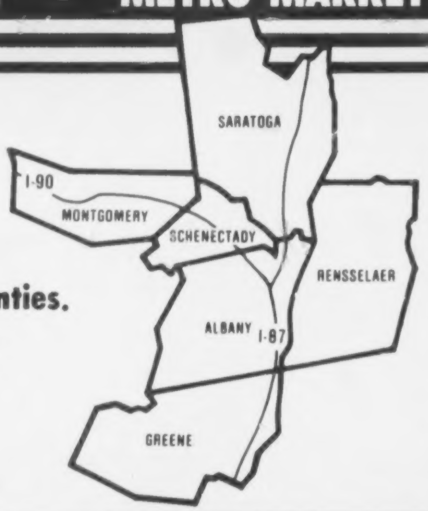
ALBANY - SCHENECTADY - TROY - METRO MARKET

It takes 2 newspapers
to effectively cover the Capital District MSA...
one is The schenectady Gazette
morning circulation leader in 3 of the 6 metro counties.

- 59% OF ADI READERS HAVE HH INCOME OF $30,000+
- 77% OF READERS OWN THEIR OWN HOMES
- 78.8% HOME COUNTY PENETRATION

SOURCE: ABC AUDIT REPORT, 1987 SIMMONS RESEARCH REPORT
REPRESENTED NATIONALLY BY CWO & O

332 STATE STREET, SCHENECTADY, NEW YORK (518) 374-4141



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NEW YORK (cont.)										
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: Potter.	159.6	55.3	1,498,686	594,231	164,583	54,193	20,234	141,838	24,738	37.6
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange, Sullivan.	354.0	120.0	4,305,511	2,065,466	519,802	243,301	92,467	427,613	61,935	57.0
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	259.8	88.5	3,762,321	1,497,071	367,457	151,753	63,765	322,382	50,812	44.1
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	952.5	351.1	13,682,306	5,794,787	1,263,252	579,387	309,862	1,497,122	243,798	61.9
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	737.7	264.4	9,526,920	4,089,489	1,020,498	383,508	199,374	974,023	182,760	65.5
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	322.8	116.0	3,593,826	1,650,693	410,830	162,818	76,294	339,046	92,283	50.6
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	236.5	80.3	2,299,581	1,059,724	249,056	89,455	40,678	247,458	75,649	49.2
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Graham, Haywood, Jackson, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	362.1	139.0	3,621,295	2,145,820	430,258	212,342	98,944	526,091	95,901	37.7
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	102.8	39.3	1,139,801	849,472	153,791	79,093	51,049	236,870	30,053	70.6
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cabarrus, Cleveland, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,301.0	480.8	14,830,425	8,048,558	1,777,775	800,717	438,536	2,133,603	268,244	53.7

We're on your customer's doorstep *every* day.

When Central New York consumers open their doors, we're there. We're The Syracuse Newspapers and every day we're in nearly 60% of the households in our four county market. On Sunday we reach nearly 74%.

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The Syracuse Newspapers
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NORTH CAROLINA (cont.)										
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	286.8	91.4	2,703,275	1,457,708	267,710	219,678	131,128	385,997	35,222	61.5
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,094.5	415.4	12,610,479	6,762,407	1,311,869	727,830	429,494	1,648,478	239,100	51.4
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	114.7	42.8	1,350,470	901,081	163,711	89,685	48,199	247,359	38,943	46.3
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Franklin, Granville, Johnston, Orange, Person, Washington.	809.7	303.3	9,884,577	4,982,766	967,853	564,772	313,157	1,215,104	209,226	58.3
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover; **20 - 49%:** Brunswick, Columbus, Pender.	242.2	89.6	2,291,426	1,444,672	309,131	173,308	67,350	334,448	49,517	47.5
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Adams, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver.	144.0	50.9	1,637,496	818,625	157,460	102,597	31,280	237,700	23,004	49.2
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	255.2	92.9	2,910,189	1,513,211	258,590	157,713	64,060	439,457	36,933	48.7
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Ramsey, Traill, Walsh.	219.0	77.9	2,385,560	1,237,055	223,680	140,931	55,017	374,957	29,984	46.5
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Renville, Ward; **20 - 49%:** Divide, McLean, Mountrail, Pierce, Wells.	123.5	43.6	1,380,009	714,494	122,260	74,553	38,650	215,660	17,898	54.3
OHIO										
AKRON (Summit) . . . **Over 50%:** Summit; **20 - 49%:** Medina.	628.9	233.7	7,601,335	3,727,494	788,152	453,280	144,482	820,745	159,820	55.8
CANTON (Stark) . . . **20 - 49%:** Stark.	377.4	138.0	4,255,647	2,213,723	493,225	274,078	99,804	472,448	80,998	40.2
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,691.4	627.5	20,371,832	10,077,139	2,046,531	1,462,206	474,997	2,266,306	415,851	47.0
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga, Medina.	1,853.3	712.3	23,747,837	12,444,134	2,403,872	1,727,151	682,389	2,658,348	639,276	58.9
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Madison, Pickaway, Union.	1,175.6	449.7	14,425,113	7,953,680	1,468,577	1,076,324	448,241	1,956,336	258,436	46.9

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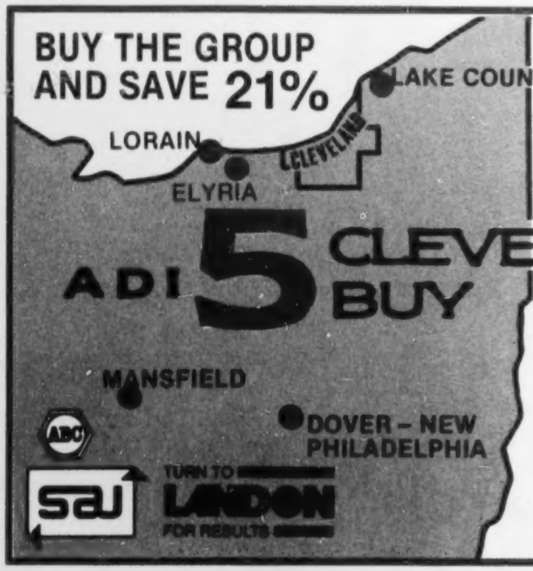
STATE	S&MM ESTIMATES 1986									
S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
OHIO (cont.)										
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,063.0	404.1	13,239,803	6,052,997	1,233,057	814,630	310,790	1,372,272	196,003	60.5
FINDLAY (Hancock) . . . **Over 50%:** Hancock.	65.1	24.8	865,090	341,870	63,609	46,300	13,721	99,013	11,694	70.3
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	273.6	97.3	3,095,186	1,225,734	284,247	138,479	46,539	311,567	50,154	28.6
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Auglaize, Putnam.	191.0	67.7	2,046,364	1,100,760	210,921	172,466	42,289	244,106	39,910	53.2
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	273.6	95.8	3,291,647	1,332,893	300,436	183,423	52,849	329,087	60,238	69.0
MANSFIELD (Richland) . . . **Over 50%:** Richland.	130.9	48.9	1,480,229	824,618	138,634	158,766	27,892	193,721	25,489	63.8
NEW PHILADELPHIA-DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	86.5	33.0	866,307	407,408	84,288	45,579	19,966	103,303	14,653	69.7
PARKERSBURG-MARIETTA (W.VA.: Wood) . . . **Over 50%:** W.VA.: Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	183.9	68.8	1,816,648	1,007,012	193,947	147,077	41,540	255,866	45,733	48.1
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	134.9	49.1	1,499,675	710,980	136,983	104,548	31,322	173,722	26,020	46.9
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	684.1	255.8	8,434,632	5,013,500	967,388	788,384	240,887	1,123,494	214,271	55.6
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	134.0	44.6	1,427,486	529,982	127,314	42,469	23,862	142,071	13,046	53.2
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	516.9	191.9	6,076,654	2,867,664	574,064	473,182	136,315	569,292	109,736	66.9
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant; **20 - 49%:** Major, Woods.	99.2	38.5	1,148,917	615,536	142,513	55,545	33,112	148,587	24,097	62.8
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	126.0	41.0	1,260,763	635,195	142,894	111,769	32,984	136,852	12,497	65.7
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Kingfisher, Kiowa, Logan, McClain, Marshall, Roger Mills, Washita.	1,144.7	439.1	13,545,479	8,416,978	1,581,971	1,023,877	473,361	2,011,304	185,772	43.1
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Delaware, Mayes, Okmulgee, Rogers, Wagoner, Washington.	870.2	334.5	10,106,754	5,062,538	1,104,123	633,001	298,562	1,054,512	103,102	52.6



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S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	266.4	104.3	2,803,728	1,471,299	300,932	205,214	79,879	354,887	34,458	61.5
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	141.3	53.2	1,342,066	792,219	139,004	127,925	32,394	184,360	15,154	50.4
PORTLAND (Multnomah) . . . **Over 50%:** Multnomah, Washington; **20 - 49%:** Clackamas, Clatsop, Columbia, Gilliam, Grant, Harney, Hood River, Jefferson, Lincoln, Sherman, Tillamook, Wasco, Yamhill; WASH.: Skamania.	1,365.7	536.8	17,003,353	8,834,055	1,579,401	1,449,709	418,523	2,004,264	165,775	48.4
SALEM (Marion) . . . **20 - 49%:** Marion, Polk.	262.2	97.2	2,548,961	1,238,516	241,787	199,206	57,180	293,293	30,989	48.6
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	660.7	253.0	8,327,706	4,035,091	816,005	450,698	171,473	971,098	123,677	72.0
ALTOONA (Blair) . . . **Over 50%:** Blair.	135.4	51.1	1,359,232	801,616	176,416	106,932	44,685	207,886	30,807	58.1
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	194.6	71.7	2,335,729	872,971	244,302	153,741	39,638	148,856	36,824	61.5
BUTLER (Butler) . . . **Over 50%:** Butler.	153.9	54.6	1,608,940	669,715	135,006	87,950	37,505	169,491	23,086	53.3
ERIE (Erie) . . . **Over 50%:** Erie.	281.9	102.7	3,223,391	1,499,920	327,284	180,758	81,602	346,443	54,311	66.8
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry.	580.9	222.8	7,455,532	4,165,367	902,867	457.242	188,557	971,384	131,515	52.5
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	259.3	94.8	2,332,733	1,043,153	247,291	126,654	51,383	243,123	36,418	49.2
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	389.1	140.7	4,634,317	2,433,663	521,935	255,881	150,169	557,888	73,891	68.9
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia.	4,827.4	1,773.3	63,471,921	31,122,684	6,102,247	3,676,526	1,615,370	7,184,748	1,124,643	64.1
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,260.2	881.0	27,525,004	12,551,826	2,662,293	1,754,876	618,619	2,963,388	447,665	63.4
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	159.5	63.0	1,565,479	760,734	208,788	112,822	42,875	129.143	36,554	43.4
READING (Berks) . . . **Over 50%:** Berks.	323.7	125.4	3,967,006	2,249,105	417,434	257,302	115,087	541,854	56,264	62.8

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PENNSYLVANIA (cont.)										
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna, Luzerne; **20 - 49%:** Wayne, Wyoming.	624.9	238.4	6,470,627	3,525,160	775,004	442,205	153,915	725,238	155,525	77.2
SHARON (Mercer) . . . **Over 50%:** Mercer.	126.6	46.5	1,313,663	579,428	123,092	83,823	28,520	155,933	16,474	52.4
SUNBURY (Northumberland) . . . **Over 50%:** Union; **20 - 49%:** Northumberland, Snyder.	171.0	63.6	1,605,061	869,849	190,953	103,706	40,062	213,664	34,444	38.7
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	118.3	43.9	1,224,222	637,237	146,761	81,809	31,105	156,397	21,388	68.9
YORK (York) . . . **Over 50%:** York.	326.8	124.0	3,961,723	1,748,872	363,621	227,917	90,057	427,827	48,143	69.8
RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . **Over 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington.	980.5	359.0	12,472,989	6,195,993	1,267,350	717,219	247,929	1,220,919	247,977	66.4
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson, Oconee.	301.3	112.4	2,838,805	1,365,308	317,971	130,417	62,688	363,218	62,155	34.6
CHARLESTON (Charleston) . . . **Over 50%:** Charleston; **20 - 49%:** Berkeley, Colleton, Dorchester.	528.8	181.8	4,972,761	2,885,294	619,117	304,115	165,744	758,104	78,599	54.8
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cabarrus, Cleveland, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,301.0	480.8	14,830,425	8,048,558	1,777,775	800,717	438,536	2,133,603	268,244	53.7
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Fairfield, Kershaw, Newberry, Saluda.	562.3	201.9	6,299,528	3,144,084	587,587	386,113	148,265	786,143	95,421	56.1
FLORENCE (Florence) . . . **20 - 49%:** Darlington, Florence.	186.8	65.0	1,593,709	972,028	187,654	108,243	41,127	260,485	37,796	38.9
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Pickens, Union.	744.8	274.8	7,362,036	4,195,552	922,123	501,058	226,650	936,454	147,932	51.9
MYRTLE BEACH (Horry) . . . **20 - 49%:** Horry.	131.3	49.5	1,372,521	1,212,613	243,781	114,661	95,931	251,896	32,902	50.0
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	158.6	59.1	1,840,532	978,758	199,330	110,766	37,110	252,007	29,467	48.6

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SOUTH DAKOTA (cont.)										
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; S.D.: Hutchinson, Lake, Lincoln, McCook, Miner, Moody, Turner.	198.2	75.5	2,388,186	1,131,701	194,448	136,762	54,380	294,795	55,235	43.6
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Marion, Rhea, Sequatchie.	468.3	174.4	4,706,273	2,859,908	676,520	362,934	156,113	680,751	78,744	50.8
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Carroll, Chester, Crockett, Gibson, Henderson.	207.8	78.2	1,912,632	1,153,086	222,338	201,334	53,409	275,848	46,656	39.0
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	612.0	223.0	5,885,417	3,070,444	695,863	402,747	129,766	822,377	120,150	50.2
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Grainger, Jefferson, Loudon, Morgan, Roane, Sevier, Union.	697.7	266.9	7,436,237	4,964,617	1,042,909	608,628	260,412	1,163,042	164,051	48.8
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Tate; TENN.: Fayette, Tipton.	1,004.2	357.4	10,387,903	6,788,107	1,310,458	925,228	390,987	1,707,152	263,551	47.8
NASHVILLE (Davidson) . . . **Over 50%:** Davidson; **20 - 49%:** Cheatham, Coffee, Dickson, Humphreys, Robertson, Rutherford, Sumner, Williamson, Wilson.	993.6	370.2	11,986,245	6,514,115	1,247,391	963,725	321,048	1,643,813	205,346	42.7
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Knox, Mitchell, Nolan, Shackelford, Stephens, Stonewall.	246.8	91.3	2,472,031	1,714,800	354,066	171,142	63,368	421,194	63,433	47.9
AMARILLO (Potter) . . . **Over 50%:** Armstrong, Oldham, Potter, Randall; **20 - 49%:** Briscoe, Carson, Childress, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	385.6	143.4	4,377,602	2,384,392	552,236	231,697	105,729	590,568	55,043	47.1
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	846.6	321.5	10,633,354	5,311,970	1,104,025	571,009	310,821	1,139,001	103,552	48.9
BEAUMONT-PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.	473.7	170.0	5,468,670	2,755,836	602,119	349,908	122,108	599,896	85,954	38.2
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	270.2	76.7	1,835,679	1,407,421	344,328	170,492	83,734	256,270	29,222	26.9
BRYAN-COLLEGE STATION (Brazos) . . . **20 - 49%:** Brazos, Burleson, Robertson.	151.5	55.5	1,654,173	970,384	233,277	139,642	30,733	176,370	15,109	42.4
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	479.8	157.5	4,717,569	2,900,674	739,259	285,635	144,942	613,439	53,611	50.8
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,378.0	890.6	33,636,723	17,259,871	3,384,735	2,017,655	936,590	3,920,290	413,548	55.6
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	563.2	167.7	4,722,732	2,520,795	511,150	389,651	146,566	475,129	51,335	46.9
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Hood, Johnson, Parker, Wise.	1,287.7	474.7	16,802,082	8,647,682	1,867,678	1,091,775	366,930	2,025,332	198,258	49.8
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	218.9	79.3	2,767,517	1,333,584	369,112	118,653	38,043	271,398	37,313	35.3
HOUSTON (Harris) . . . **Over 50%:** Harris, Waller; **20 - 49%:** Austin, Brazoria, Colorado, Fort Bend, Galveston, Matagorda, Montgomery, Trinity, Walker.	3,750.3	1,357.9	50,093,[illegible]12	24,483,081	5,350,436	2,810,810	1,233,747	5,277,534	714,066	48.7
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	201.5	69.7	1,926,809	1,097,607	235,205	176,146	52,085	250,243	23,025	34.1
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Morris, Upshur.	162.8	59.4	1,800,292	1,172,179	255,379	160,921	45,620	298,284	30,331	48.3
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Motley, Terry, Yoakum.	410.7	142.2	3,943,060	2,251,515	487,004	251,043	114,292	607,452	50,341	46.1
MCALLEN-EDINBURG-MISSION (Hidalgo) . . . **20 - 49%:** Hidalgo.	360.8	98.5	2,267,402	1,681,474	362,534	239,277	101,154	294,484	36,676	25.1

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
TEXAS (cont.)										
ODESSA (Ector) . . . **20 - 49%:** Andrews, Crane, Ector, Upton, Ward, Winkler.	189.0	67.0	2,340,514	1,689,711	343,227	206,874	97,985	412,743	30,572	42.4
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Irion, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Schleicher, Sutton, Terrell, Upton.	166.6	60.4	1,788,927	1,107,860	251,320	118,932	50,659	261,558	21.952	45.8
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Kinney, La Salle, McMullen, Medina, Uvalde, Wilson.	1,467.2	497.7	15,182,002	8,138,818	1,901,073	929,056	423,280	1,667,337	145,680	58.4

Largest Circulation Daily and Sunday

in San Antonio and South Texas!

#1

DAILY
178,812
36,405 lead over Light

SUNDAY
249,397
32,391 lead over Light

Growing South Texas demands a quality and aggressive newspaper whose circulation is outpacing the area's growth. The Express-News meets that challenge, and more ... We also lead the competition in number of pages printed, volume of news presented, and in all categories of advertising. Definitely the dominant paper of choice for the state's third largest market.

SOURCE:
ABC FAS-FAX 3-31-87
Calculations by Express-News

Express-News
San Antonio's Quality Newspaper

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San Antonio Light

REACHES OVER HALF THE
SAN ANTONIO NEWSPAPER MARKET
AVERAGE ISSUE ADULT READERSHIP

DAILY
370,000
adult readers
53.3%

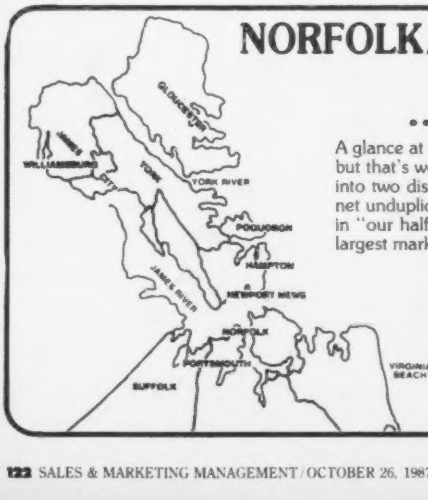
SUNDAY
533,300
adult readers
59.2%

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: 1987 Scarborough

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
TEXAS (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	136.4	49.7	1,318,646	811,552	178,215	114,585	34,898	156,958	25,905	53.5
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	226.4	83.5	2,604,742	1,204,584	242,174	167,194	48,935	287,429	42,323	44.7
VICTORIA (Victoria) . . . **Over 50%:** Goliad, Victoria; **20 - 49%:** Calhoun, De Witt, Jackson, Lavaca, Refugio.	167.0	58.5	1,750,460	1,038,686	257,120	104,287	38,998	227,865	26,203	55.8
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque.	205.6	75.7	2,147,262	1,175,493	260,139	163,282	49,933	247,964	24,944	56.6
WICHITA FALLS (Wichita) . . . **Over 50%:** Wichita; **20 - 49%:** Archer, Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Young.	213.1	79.5	2,281,637	1,343,490	263,321	192,017	65,937	312,275	36,199	57.6
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	260.1	70.4	1 810,132	894,785	210,913	119,075	48,542	175,436	29,064	43.2
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Juab, Sevier, Summit, Tooele, Wasatch.	1,201.6	386.3	11,847,543	6,066,499	1,394,570	773,366	380,672	1,227,105	148,068	53.7
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden; **20 - 49%:** Addison, Franklin, Grand Isle, Lamoille.	216.4	77.3	2,439,685	1,636,348	359,170	132,157	63,627	404,174	40,629	53.8
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	154.5	57.2	1,860,564	1,013,717	213,509	128,040	58,356	192,732	34,674	50.8
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania; **20 - 49%:** N.C.: Caswell.	135.0	47.7	1,311,112	519,003	122,566	43,638	21,187	134,836	26,470	52.1
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	143.4	46.1	1,616,787	829,150	171,973	111,343	34,662	183,559	25,427	68.4
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	110.7	38.0	1,030,159	605,546	132,816	93,438	34,871	116,167	23,271	67.4
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	612.0	223.0	5,885,417	3,070,444	695,863	402,747	129,766	822,377	120,150	50.2
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford, Nelson.	220.4	74.7	2,369,388	1,096,133	238,115	163,342	47,435	238,403	41,519	52.7
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Gloucester, Isle of Wight, James City, Newport News, Norfolk, Suffolk, Surry, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Mathews, Middlesex, Northampton, Southampton.	1,437.0	490.8	16,571,357	8,178,337	1,506,234	911,662	529,786	1,978,586	236,139	64.9



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
(WE CALL IT HAMPTON ROADS)

...where No. 2 becomes No. 1!

A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA ... but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas: Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. Norfolk newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 30th largest market: Norfolk/Virginia Beach/Newport News!

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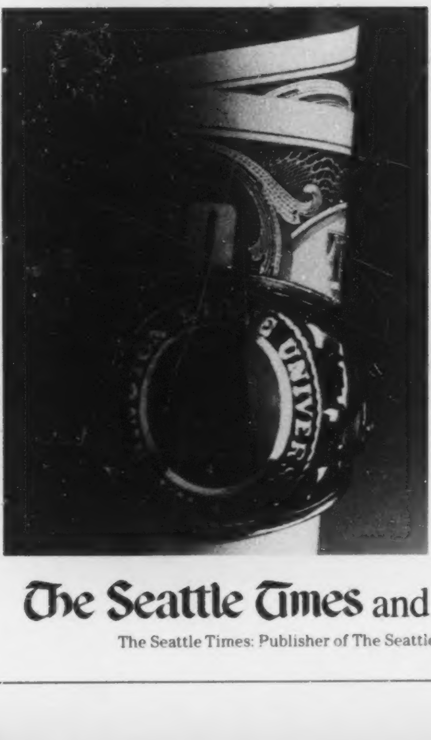
Daily Press
The Times-Herald
Hampton Roads' Morning & Evening Newspapers
7505 Warwick Blvd., Newport News, Va. 23607

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
VIRGINIA (cont.)										
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Charlotte, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond, Sussex.	1,044.9	371.9	12,372,658	6,202,299	1,317,404	744,925	290,225	1,459,856	260,276	62.2
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Montgomery, Roanoke; **20 - 49%:** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Pulaski, Rockbridge, Wythe.	548.8	194.0	5,850,486	2,797,505	627,144	328,491	140,219	607,900	114,740	57.1

THE SMART MONEY IS IN SEATTLE.



Newspaper advertising in Seattle reaches an unusually well-educated, affluent audience.

In the Seattle PMSA, 60% of adults have attended college and 34% are professional or managerial — nearly twice the national average.

You can reach them with one smart buy in The Seattle Times and Seattle Post-Intelligencer. Together, they cover the heart of the 14th largest market.

To look even smarter, call your CWO&O representative. Save up to 30% with one of our frequency plans.

The Seattle Times and Seattle Post-Intelligencer

The Seattle Times: Publisher of The Seattle Times and representing the Seattle Post-Intelligencer.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
VIRGINIA (cont.)										
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's, Worcester; VA.: Fauquier, Loudoun, Prince William.	3,789.7	1,406.4	65,043,822	28,075,724	5,100,160	3,242,953	1,864,935	6,961,477	1,005,283	68.8
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	170.9	63.5	2,017,441	736,829	169,409	66,877	37,606	161,528	40,678	56.7
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	146.7	57.3	1,791,196	822,898	203,116	119,452	40,772	157,475	26,695	42.1
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton; **20 - 49%:** Franklin.	142.5	51.2	1,927,891	814,894	193,450	109,021	30,802	165,378	38,627	58.4
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson.	1,827.5	732.1	27,561,175	12,487,034	2,578,307	1,270,099	637,343	2,701,374	404,317	65.5
SPOKANE (Spokane) . . . **Over 50%:** Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Lincoln, Pend Oreille, Stevens, Whitman.	606.8	228.8	6,212,202	3,070,533	764,314	287,328	131,976	730,353	104,576	47.4
TACOMA (Pierce) . . . **Over 50%:** Pierce.	537.3	203.6	5,641,616	2,918,980	595,250	328,076	125,394	718,466	84,546	50.5
VANCOUVER (Clark) . . . **Over 50%:** Clark.	212.1	79.4	2,439,016	856,247	212,099	155,703	32,602	163,796	31,080	57.4
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Okanogan.	106.3	42.7	1,084,046	579,627	151,105	59,764	22,635	111,054	24,190	51.5
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	184.3	68.4	1,780,216	916,704	221,556	103,672	29,736	217,683	28,925	52.5
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	196.3	71.0	1,704,396	914,014	196,819	143,202	43,696	244,537	36,652	39.0
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	130.5	47.2	1,096,999	826,945	174,856	138,905	39,027	231,081	31,853	47.0
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	466.5	176.9	4,643,609	2,534,923	562,987	269,455	90,917	708,528	99,214	53.8
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	216.8	82.3	2,097,067	1,318,804	238,150	279,307	55,741	274,347	41,218	41.9
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	183.9	68.8	1,816,648	1,007,012	193,947	147,077	41,540	255,866	45,733	48.1
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	230.8	88.1	2,307,298	1,264,660	286,784	214,638	61,840	248,439	48,872	45.6

Reach 51% of Seattle/Tacoma CMSA with the Sound Solution.

With 40% of the Seattle/Tacoma CMSA population residing in Snohomish and Pierce Counties, the Sound Solution is the best way to cover the entire market. The Sound Solution adds The Tacoma News Tribune and The Herald to the Seattle Times to give you 51% net adult coverage of the 3rd largest market in the Western United States. For discount details see the Seattle Sound Unit at the beginning of Washington's listings in SRDS.

SOUND SOLUTION

The Morning News Tribune • The Herald

See the Seattle Sound Unit in SRDS

Represented Nationally by Sawyer Ferguson Walker Inc. • 1985 Simmons-Scarborough

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986									% Hslds. Cov. Total Area
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca.	370.7	135.8	4,330,233	1,920,869	352,473	287,972	96,885	424,286	40,583	54.5
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Chippewa, Dunn, Pepin.	181.9	64.8	1,846,669	1,011,800	164,406	122,811	43,056	274,647	22,653	42.6
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Kewaunee, Oconto.	236.9	87.0	2,688,873	1,258,692	188,215	237,318	70,984	281,142	20,531	57.2
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.6	78.7	2,369,294	1,200,237	249,898	155,299	38,160	239,186	36,032	36.3
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	121.5	43.9	1,643,832	612,056	155,474	78,391	24,000	95,336	20,713	66.5
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	177.5	64.7	1,915,346	914,456	190,326	117,435	49,383	185,757	26,536	46.9
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Lafayette, Richland, Sauk.	575.0	221.0	6,903,967	3,769,566	640,527	329,707	308,830	836,652	92,269	42.4
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Washington, Waukesha.	1,395.1	527.8	18,292,998	8,056,639	1,599,407	1,038,892	397,927	1,796,637	264,103	73.1
RACINE (Racine) . . . **Over 50%:** Racine.	174.4	63.2	2,196,152	854,340	190,658	116,099	39,915	179,018	29,300	56.0
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	102.9	37.8	1,254,299	464,184	99,387	74,542	17,286	104,426	15,451	66.4
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Carbon, Converse, Fremont, Hot Springs, Johnson, Niobrara, Sublette.	166.6	60.1	1,943,766	1,200,015	287,214	92,748	48,561	265,034	47,857	42.3

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

SALES & MARKETING
MANAGEMENT

SECTION E:

25th Annual
Survey of
TV Markets

GUIDE TO TELEVISION MARKET DATA

S&MM'S SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1986												
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
1	2				3						4	5	6

1. TV Markets are based on Arbitron's system of ADIs, or Areas of Dominant Influence. Arbitron, which generates ratings for television programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totaled, then each station's percentage share of total viewing hours is calculated. The market of origin of the station(s) with the largest share of viewing hours becomes the ADI name in that market area, and all counties whose largest viewing share is given to stations in that same market of origin are grouped within the ADI.

It should be noted that Arbitron splits certain counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any overlap geographically. TV market data cover all U.S. states, with the exception of Alaska and Hawaii.

2. Total Population is the number of persons living in the ADI as of 12/31/86. It includes those living in college dormitories and hospitals, as well as armed forces personnel (and their dependents) permanently assigned to the area. It excludes tourists, transients, and seasonal residents. **Total Households** are units made up of people occupying a single housing unit as defined under the rules of the 1980 Census of Population and Housing. A housing unit can be a house, an apartment, a group of rooms, or a single room, and the members of a household need not be related. In addition, a single person living alone in a designated housing unit is also considered a household.

Two further refinements of total population are the **Black Population** and the **Spanish-Origin** (or Hispanic) **Population**, showing the total number of each group living in the ADI as of 12/31/86.

Caution: Although a county's population total will include all the people in the designated area, the household total will not, since it excludes those living in group quarters. Thus, if you calculate average Effective Buying Income Per Household, it should be noted that this indicator will include the incomes of people not living in households.

3. Population by Age Group data were added to the *Survey* in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience demographics. The age groups shown are those popularly associated with certain "lifestyle" phases. For example, the 2-to-11-year-old group is commonly identified as the children's market, the 12-to-17-year-old group as the teenage market, the 18-to-24-year-old group as the young adult market, and so on. The group totals represent the number of people living in each ADI as of 12/31/86.

4. Effective Buying Income, or **EBI**, is a classification developed exclusively by Sales & Marketing Management showing personal income less personal tax and non-tax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occu-pants of non-farm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), non-tax payments (such as fines, fees, and penalties), and personal contributions for social insurance. The resulting figure is also commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel living overseas is then deducted from this total to arrive at the Effective Buying Income.

Note: EBI is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. However, for products that appeal to specific income classes, the Percentage of Households by EBI Group reported in the July *Survey of Buying Power* should be used instead.

5. Total Retail Sales are net sales (minus refunds, allowances for returns, and taxes) of establishments primarily engaged in retail trade. Retail sales by such non-retailers as wholesalers and service establishments are not counted. In line with Census Bureau policy, Total Retail Sales no longer includes: (1) sales taxes and other taxes collected from customers, and (2) carrying charges or other charges related to credit.

Note: Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation, since the market's volume may be affected by the movement of shoppers to and from adjacent areas, by purchases of non-household units such as businesses, and by inhabitants of group quarters. These figures more correctly indicate the drawing power of local retail establishments.

6. The **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, income, and retail sales—into a measurement of a market's ability to buy, expressing it as a percentage of the U.S. potential (U.S. = 100.0000). It is calculated by assigning a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percentages is then divided by 10 to arrive at the market's BPI. However, depending upon what your research has revealed about buyers of your products or services, you can construct your own customized BPI by using a demographic, economic, and distribution-related characteristic and assigning relevant weights to each, using this same formula.

S&MM/ARBITRON TV MARKET (ADI) RANKING

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,483.8	1
Los Angeles, Calif.	13,023.9	2
Chicago, Ill.	8,644.0	3
Philadelphia, Pa.	7,193.7	4
San Francisco, Calif.	5,639.3	5
Boston, Mass.	5,521.6	6
Detroit, Mich.	4,670.2	7
Dallas - Ft. Worth, Tex.	4,332.8	8
Washington, D.C.	4,277.6	9
Houston, Tex.	3,999.3	10
Cleveland, Ohio	3,818.0	11
Atlanta, Ga.	3,434.6	12
Minneapolis - St. Paul, Minn.	3,342.1	13
Seattle - Tacoma, Wash.	3,160.8	14
Pittsburgh, Pa.	3,153.1	15
Miami, Fla.	3,024.5	16
St. Louis, Mo.	3,004.0	17
Tampa - St. Petersburg, Fla.	2,908.4	18
Denver, Colo.	2,581.6	19
Sacramento - Stockton, Calif.	2,490.3	20
Baltimore, Md.	2,472.9	21
Phoenix, Ariz.	2,384.2	22
Hartford - New Haven, Conn.	2,383.4	23
Indianapolis, Ind.	2,244.7	24
San Diego, Calif.	2,217.7	25
Portland, Ore.	2,126.1	26
Cincinnati, Ohio	1,959.4	27
Orlando - Daytona Beach - Melbourne, Fla.	1,938.1	28
Kansas City, Mo.	1,936.3	29
Milwaukee, Wisc.	1,889.7	30
Salt Lake City, Utah	1,878.8	31
Nashville, Tenn.	1,854.7	32
Charlotte, N.C.	1,854.6	33
New Orleans, La.	1,798.4	34
Columbus, Ohio	1,756.6	35
Raleigh - Durham, N.C.	1,713.3	36
Buffalo, N.Y.	1,691.1	37
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,667.4	38
Memphis, Tenn.	1,654.8	39
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,639.5	40
San Antonio, Tex.	1,624.3	41
Oklahoma City, Okla.	1,600.0	42
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,576.2	43
Providence - New Bedford, R.I.-Mass.	1,484.7	44
Charleston - Huntington, W.Va.	1,439.6	45
Louisville, Ky.	1,437.4	46
Harrisburg - York - Lancaster - Lebanon, Pa.	1,435.5	47
Dayton, Ohio	1,370.5	48
Birmingham, Ala.	1,346.0	49
Greensboro - Winston Salem - High Point, N.C.	1,324.6	50
Albany - Schenectady - Troy, N.Y.	1,303.6	51
Wilkes-Barre - Scranton, Pa.	1,294.7	52
Albuquerque, N.M.	1,280.8	53
Little Rock, Ark.	1,255.8	54
Flint - Saginaw - Bay City, Mich.	1,222.6	55
Fresno - Visalia, Calif.	1,222.4	56
Mobile - Pensacola, Ala.-Fla.	1,215.3	57
Tulsa, Okla.	1,204.2	58
Richmond, Va.	1,185.7	59
Jacksonville, Fla.	1,183.1	60
Knoxville, Tenn.	1,135.5	61
Shreveport - Texarkana, La.-Tex.-Ark.	1,124.4	62
Wichita - Hutchinson, Kans.	1,114.7	63
Toledo, Ohio	1,101.6	64
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	1,075.7	65
Syracuse, N.Y.	1,039.9	66
Green Bay, Wisc.	1,010.2	67
Roanoke - Lynchburg, Va.	997.9	68
Des Moines, Iowa	968.8	69
Portland - Poland Spring, Maine	962.9	70
Rochester, N.Y.	952.5	71
Omaha, Neb.	935.4	72
Lexington, Ky.	921.1	73
Austin, Tex.	898.4	74
Springfield - Decatur - Champaign, Ill.	891.5	75
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	887.9	76
Cedar Rapids - Waterloo - Dubuque, Iowa	879.1	77
Davenport - Rock Island - Moline, Iowa-Ill.	868.8	78
Spokane, Wash.	868.8	78
Chattanooga, Tenn.	836.5	80
Jackson, Miss.	832.2	81
South Bend - Elkhart, Ind.	795.0	82
Springfield, Mo.	795.0	82
Columbia, S.C.	792.3	84
Johnstown - Altoona, Pa.	785.8	85
Bristol - Kingsport - Johnson City, Tenn.	782.5	86
Baton Rouge, La.	771.4	87
Youngstown, Ohio	755.3	88
Tucson, Ariz.	745.8	89
Huntsville - Decatur - Florence, Ala.	728.7	90
Evansville, Ind.	710.4	91
El Paso, Tex.	699.8	92
Waco - Temple, Tex.	696.0	93
Lincoln - Hastings - Kearney, Neb.	674.4	94
Greenville - New Bern - Washington, N.C.	669.2	95
McAllen - Brownsville, Tex.	666.9	96
Burlington - Plattsburgh, Vt.-N.Y.	636.8	97
Ft. Wayne, Ind.	626.2	98
Savannah, Ga.	624.1	99
Augusta, Ga.	623.2	100
Lansing, Mich.	619.9	101
Charleston, S.C.	617.0	102
Montgomery - Selma, Ala.	616.0	103
Fargo, N.D.	599.5	104
Salinas - Monterey, Calif.	593.0	105
Colorado Springs - Pueblo, Colo.	592.3	106
Springfield, Mass.	589.8	107
Sioux Falls - Mitchell, S.D.	585.6	108
Lafayette, La.	578.4	109
Las Vegas, Nev.	577.2	110
Peoria, Ill.	575.9	111
Madison, Wisc.	557.9	112
Corpus Christi, Tex.	532.8	113
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	532.0	114
Monroe - El Dorado, La.-Ark.	523.1	115
Rockford, Ill.	520.3	116
Ft. Myers - Naples, Fla.	517.4	117
Columbus, Ga.	505.7	118
Amarillo, Tex.	491.6	119
Beaumont - Port Arthur, Tex.	473.7	120
Tyler - Longview, Tex.	471.1	121
Tallahassee - Thomasville, Fla.-Ga.	466.0	122
Joplin - Pittsburg, Mo.-Kans.	464.3	123
Yakima, Wash.	463.3	124
Duluth - Superior, Minn.-Wisc.	461.1	125
Florence, S.C.	453.2	126
Sioux City, Iowa	452.6	127
Macon, Ga.	450.7	128
Wausau - Rhinelander, Wisc.	449.1	129
Columbus - Tupelo, Miss.	446.9	130
Wichita Falls - Lawton, Tex.-Okla.	444.3	131
Boise, Ida.	441.4	132
La Crosse - Eau Claire, Wisc.	436.0	133
Binghamton, N.Y.	434.7	134
Terre Haute, Ind.	433.2	135
Reno, Nev.	428.3	136
Bluefield - Beckley - Oak Hill, W.Va.	424.3	137
Traverse City - Cadillac, Mich.	424.3	137
Eugene, Ore.	424.1	139
Odessa - Midland, Tex.	421.2	140
Bakersfield, Calif.	419.7	141
Erie, Pa.	418.0	142
Wheeling - Steubenville, W.Va.-Ohio	415.6	143
Minot - Bismarck - Dickinson, N.D.	414.3	144
Topeka, Kans.	411.2	145
Chico - Redding, Calif.	398.5	146
Lubbock, Tex.	394.7	147
Albany, Ga.	391.6	148
Wilmington, N.C.	382.7	149
Ft. Smith, Ark.	381.2	150
Rochester - Mason City - Austin, Minn.-Iowa	375.3	151
Columbia - Jefferson City, Mo.	366.2	152
Medford, Ore.	340.6	153
Quincy - Hannibal, Ill.-Mo.	328.2	154
Idaho Falls - Pocatello, Ida.	318.5	155
Bangor, Maine	314.5	156
Abilene - Sweetwater, Tex.	313.6	157
Utica, N.Y.	296.2	158
Dothan, Ala.	289.6	159
Alexandria, La.	267.2	160
Greenwood - Greenville, Miss.	256.2	161
Laurel - Hattiesburg, Miss.	252.4	162
Clarksburg - Weston, W.Va.	239.3	163
Elmira, N.Y.	237.9	164
Salisbury, Md.	236.6	165
Watertown - Carthage, N.Y.	236.6	165
Rapid City, S.D.	231.7	167
Billings - Hardin, Mont.	230.9	168
Lake Charles, La.	220.1	169
Gainesville, Fla.	217.2	170
Ardmore - Ada, Okla.	197.7	171
Panama City, Fla.	196.8	172
El Centro - Yuma, Calif.-Ariz.	194.6	173
Missoula, Mont.	193.5	174
Meridian, Miss.	187.4	175
Jonesboro, Ark.	184.6	176
Biloxi - Gulfport - Pascagoula, Miss.	181.4	177
Grand Junction, Colo.	179.4	178
Great Falls, Mont.	178.0	179
Alexandria, Minn.	167.4	180
Jackson, Tenn.	167.1	181
Palm Springs, Calif.	164.8	182
Marquette, Mich.	157.1	183
Cheyenne - Scottsbluff - Sterling, Wyo.	151.0	184
Tuscaloosa, Ala.	144.2	185
Casper - Riverton, Wyo.	139.7	186
Eureka, Calif.	134.2	187
San Angelo, Tex.	134.1	188
Butte, Mont.	130.6	189
Laredo, Tex.	128.2	190
St. Joseph, Mo.	127.1	191
Bowling Green, Ky.	124.8	192
Anniston, Ala.	124.6	193
Lafayette, Ind.	123.0	194
Hagerstown, Md.	114.6	195
Roswell, N.M.	113.7	196
Lima, Ohio	112.8	197
Charlottesville, Va.	102.3	198
Harrisonburg, Va.	100.3	199
Parkersburg, W.Va.	92.9	200
Flagstaff, Ariz.	90.7	201
Twin Falls, Ida.	88.5	202
Presque Isle, Maine	87.5	203
Zanesville, Ohio	84.7	204
Victoria, Tex.	78.2	205
Ottumwa - Kirksville, Iowa-Mo.	77.0	206
Bend, Ore.	69.9	207
Mankato, Minn.	64.7	208
North Platte, Neb.	49.1	209
Helena, Mont.	48.1	210
Alpena, Mich.	41.8	211
Glendive, Mont.	13.9	212

S&MM/ARBITRON TV MARKET (ADI) RANKING

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,923.9	1
Los Angeles, Calif.	4,714.0	2
Chicago, Ill.	3,109.9	3
Philadelphia, Pa.	2,655.4	4
San Francisco, Calif.	2,183.8	5
Boston, Mass.	2,060.1	6
Detroit, Mich.	1,704.3	7
Dallas - Ft. Worth, Tex.	1,617.6	8
Washington, D.C.	1,581.2	9
Houston, Tex.	1,445.4	10
Cleveland, Ohio	1,427.9	11
Atlanta, Ga.	1,255.9	12
Seattle - Tacoma, Wash.	1,246.1	13
Minneapolis - St. Paul, Minn.	1,236.0	14
Tampa - St. Petersburg, Fla.	1,214.5	15
Pittsburgh, Pa.	1,206.8	16
Miami, Fla.	1,200.2	17
St. Louis, Mo.	1,091.7	18
Denver, Colo.	1,019.6	19
Sacramento - Stockton, Calif.	940.5	20
Phoenix, Ariz.	918.6	21
Baltimore, Md.	897.4	22
Hartford - New Haven, Conn.	874.2	23
Indianapolis, Ind.	821.1	24
Portland, Ore.	820.3	25
San Diego, Calif.	808.8	26
Orlando - Daytona Beach - Melbourne, Fla.	763.5	27
Kansas City, Mo.	725.6	28
Cincinnati, Ohio	721.3	29
Milwaukee, Wisc.	706.7	30
Charlotte, N.C.	683.5	31
Nashville, Tenn.	681.9	32
Columbus, Ohio	661.0	33
New Orleans, La.	643.6	34
Raleigh - Durham, N.C.	617.8	35
Buffalo, N.Y.	616.9	36
Greenville - Spartanburg - Asheville, S.C.-N.C.	615.2	37
Oklahoma City, Okla.	611.8	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	599.2	39
Salt Lake City, Utah	591.7	40
Memphis, Tenn.	586.2	41
San Antonio, Tex.	544.8	42
Providence - New Bedford, R.I.-Mass.	544.2	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	540.6	44
Harrisburg - York - Lancaster - Lebanon, Pa.	538.0	45
Charleston - Huntington, W.Va.	522.4	46
Louisville, Ky.	517.0	47
Dayton, Ohio	515.2	48
Birmingham, Ala.	502.8	49
Greensboro - Winston-Salem - High Point, N.C.	500.7	50
Wilkes-Barre - Scranton, Pa.	490.5	51
Albany - Schenectady - Troy, N.Y.	485.7	52
Little Rock, Ark.	459.4	53
Tulsa, Okla.	459.4	53
Albuquerque, N.M.	452.8	55
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	451.4	56
Jacksonville, Fla.	437.1	57
Mobile - Pensacola, Ala.-Fla.	435.8	58
Flint - Saginaw - Bay City, Mich.	434.0	59
Wichita - Hutchinson, Kans.	428.4	60
Knoxville, Tenn.	422.4	61
Fresno - Visalia, Calif.	420.3	62
Richmond, Va.	419.7	63
Shreveport - Texarkana, La.-Tex.-Ark.	408.9	64
Toledo, Ohio	404.2	65
Des Moines, Iowa	377.9	66
Syracuse, N.Y.	371.2	67
Green Bay, Wisc.	370.4	68
Portland - Poland Spring, Maine	363.6	69
Omaha, Neb.	352.0	70
Rochester, N.Y.	351.1	71
Roanoke - Lynchburg, Va.	350.1	72
Austin, Tex.	342.5	73
Springfield - Decatur - Champaign, Ill.	338.6	74
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	337.2	75
Lexington, Ky.	331.1	76
Davenport - Rock Island - Moline, Iowa-Ill.	328.1	77
Spokane, Wash.	327.6	78
Cedar Rapids - Waterloo - Dubuque, Iowa	325.6	79
Chattanooga, Tenn	306.6	80
Springfield, Mo.	296.5	81
Jackson, Miss.	290.7	82
Tucson, Ariz.	290.1	83
South Bend - Elkhart, Ind.	289.5	84
Johnstown - Altoona, Pa.	285.8	85
Bristol - Kingsport - Johnson City, Tenn.	281.5	86
Youngstown, Ohio	279.8	87
Columbia, S.C.	278.7	88
Huntsville - Decatur - Florence, Ala.	271.9	89
Evansville, Ind.	264.3	90
Baton Rouge, La.	258.5	91
Lincoln - Hastings - Kearney, Neb.	258.5	91
Waco - Temple, Tex.	244.0	93
Las Vegas, Nev.	233.4	94
Greenville - New Bern - Washington, N.C.	232.8	95
Burlington - Plattsburgh, Vt.-N.Y.	229.2	96
Ft. Wayne, Ind.	224.5	97
Colorado Springs - Pueblo, Colo.	222.9	98
Sioux Falls - Mitchell, S.D.	218.9	99
Montgomery - Selma, Ala.	218.7	100
Lansing, Mich.	218.2	101
Ft. Myers - Naples, Fla.	218.1	102
Madison, Wisc.	217.2	103
Augusta, Ga.	216.5	104
Savannah, Ga.	216.1	105
Fargo, N.D.	216.0	106
Springfield, Mass.	216.0	106
El Paso, Tex.	214.8	108
Peoria, Ill.	214.0	109
Charleston, S.C.	211.2	110
Salinas - Monterey, Calif.	206.7	111
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	200.1	112
Lafayette, La.	198.0	113
Rockford, Ill.	194.2	114
McAllen - Brownsville, Tex.	184.4	115
Monroe - El Dorado, La.-Ark.	184.3	116
Amarillo, Tex.	181.5	117
Joplin - Pittsburg, Mo.-Kans.	177.6	118
Columbus, Ga.	177.5	119
Corpus Christi, Tex.	174.6	120
Reno, Nev.	173.9	121
Duluth - Superior, Minn.-Wisc.	173.6	122
Sioux City, Iowa	171.1	123
Beaumont - Port Arthur, Tex.	170.0	124
Tyler - Longview, Tex.	169.8	125
Yakima, Wash.	169.7	126
Tallahassee - Thomasville, Fla.-Ga.	166.4	127
Terre Haute, Ind.	164.6	128
Wausau - Rhinelander, Wisc.	163.4	129
Eugene, Ore.	162.9	130
Wichita Falls - Lawton, Tex.-Okla	159.9	131
Florence, S.C.	159.2	132
Binghamton, N.Y.	158.5	133
Traverse City - Cadillac, Mich.	158.2	134
La Crosse - Eau Claire, Wisc.	157.9	135
Boise, Ida.	157.8	136
Columbus - Tupelo, Miss.	157.3	137
Macon, Ga.	156.5	138
Wheeling - Steubenville, W.Va.-Ohio	156.2	139
Chico - Redding, Calif.	155.1	140
Bluefield - Beckley - Oak Hill, W.Va.	153.2	141
Erie, Pa.	152.7	142
Topeka, Kans.	152.2	143
Bakersfield, Calif.	149.6	144
Odessa - Midland, Tex.	148.7	145
Minot - Bismarck - Dickinson, N.D.	145.0	146
Rochester - Mason City - Austin, Minn.-Iowa	143.9	147
Ft. Smith, Ark.	140.8	148
Lubbock, Tex.	136.9	149
Wilmington, N.C.	135.8	150
Albany, Ga.	133.0	151
Columbia - Jefferson City, Mo.	129.9	152
Medford, Ore.	129.9	152
Quincy - Hannibal, Ill.-Mo.	124.1	154
Abilene - Sweetwater, Tex.	116.5	155
Bangor, Maine	113.6	156
Utica, N.Y.	106.3	157
Dothan, Ala.	104.4	158
Idaho Falls - Pocatello, Ida.	101.2	159
Alexandria, La.	89.7	160
Laurel - Hattiesburg, Miss.	89.4	161
Clarksburg - Weston, W.Va.	89.3	162
Billings - Hardin, Mont.	88.7	163
Salisbury, Md.	87.7	164
Elmira, N.Y.	86.0	165
Rapid City, S.D.	83.8	166
Greenwood - Greenville, Miss.	82.8	167
Gainesville, Fla.	82.6	168
Watertown - Carthage, N.Y.	80.3	169
Lake Charles, La.	76.6	170
Missoula, Mont.	75.5	171
Ardmore - Ada, Okla.	74.7	172
Panama City, Fla.	74.3	173
Jonesboro, Ark.	69.0	174
Great Falls, Mont.	67.6	175
Meridian, Miss.	67.3	176
Grand Junction, Colo.	67.1	177
Biloxi - Gulfport - Pascagoula, Miss.	64.7	178
El Centro - Yuma, Calif.-Ariz.	63.2	179
Jackson, Tenn	62.6	180
Palm Springs, Calif.	61.3	181
Alexandria, Minn.	60.4	182
Cheyenne - Scottsbluff - Sterling, Wyo.	58.1	183
Marquette, Mich.	55.6	184
Eureka, Calif.	53.1	185
Tuscaloosa, Ala.	52.4	186
Casper - Riverton, Wyo.	51.0	187
Butte, Mont.	49.6	188
San Angelo, Tex.	48.5	189
St. Joseph, Mo.	47.8	190
Bowling Green, Ky.	45.1	191
Anniston, Ala.	44.2	192
Lafayette, Ind.	42.9	193
Roswell, N.M.	41.3	194
Hagerstown, Md.	41.1	195
Lima, Ohio	40.8	196
Charlottesville, Va.	39.2	197
Parkersburg, W.Va.	35.8	198
Laredo, Tex.	34.4	199
Harrisonburg, Va.	34.1	200
Zanesville, Ohio	31.6	201
Twin Falls, Ida.	30.7	202
Presque Isle, Maine	29.8	203
Ottumwa - Kirksville, Iowa-Mo.	29.1	204
Flagstaff, Ariz.	29.0	205
Victoria, Tex.	26.7	206
Bend, Ore.	26.2	207
Mankato, Minn.	23.6	208
Helena, Mont.	19.2	209
North Platte, Neb.	18.5	210
Alpena, Mich.	15.6	211
Glendive, Mont.	5.4	212

S&MM/ARBITRON TV MARKET (ADI) RANKING

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	282,769,691	1
Los Angeles, Calif.	181,040,869	2
Chicago, Ill.	118,332,150	3
Philadelphia, Pa.	94,246,198	4
San Francisco, Calif.	92,901,404	5
Boston, Mass.	81,995,429	6
Washington, D.C.	69,234,951	7
Detroit, Mich.	60,752,185	8
Dallas - Ft. Worth, Tex.	57,291,881	9
Houston, Tex.	52,597,505	10
Cleveland, Ohio	46,203,384	11
Minneapolis - St. Paul, Minn.	43,759,337	12
Atlanta, Ga.	42,739,161	13
Seattle - Tacoma, Wash.	42,313,041	14
Miami, Fla.	39,454,589	15
St. Louis, Mo.	36,917,979	16
Pittsburgh, Pa.	36,844,946	17
Hartford - New Haven, Conn.	35,940,840	18
Denver, Colo.	35,306,716	19
Tampa - St. Petersburg, Fla.	34,538,999	20
San Diego, Calif.	31,678,473	21
Sacramento - Stockton, Calif.	31,368,392	22
Baltimore, Md.	30,740,363	23
Phoenix, Ariz.	28,537,171	24
Indianapolis, Ind.	26,592,738	25
Portland, Ore.	25,030,215	26
Kansas City, Mo.	24,916,043	27
Milwaukee, Wisc.	23,998,086	28
Cincinnati, Ohio	23,140,024	29
Orlando - Daytona Beach - Melbourne, Fla.	22,223,122	30
Charlotte, N.C.	20,304,187	31
Columbus, Ohio	20,283,753	32
Buffalo, N.Y.	19,863,102	33
Grand Rapids - Kalamazoo - Battle Creek, Mich.	19,845,640	34
Nashville, Tenn.	19,574,521	35
New Orleans, La.	18,647,705	36
Providence - New Bedford, R.I.-Mass.	18,325,269	37
Oklahoma City, Okla.	18,290,228	38
Raleigh - Durham, N.C.	18,210,922	39
Norfolk - Portsmouth - Newport News - Hampton, Va.	17,724,510	40
Salt Lake City, Utah	17,568,369	41
Harrisburg - York - Lancaster - Lebanon, Pa.	17,437,703	42
Albany - Schenectady - Troy, N.Y.	16,537,661	43
Dayton, Ohio	16,444,419	44
San Antonio, Tex.	16,266,802	45
Greenville - Spartanburg - Asheville, S.C.-N.C.	16,228,452	46
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	15,382,028	47
Memphis, Tenn.	15,331,770	48
Louisville, Ky.	15,291,783	49
Greensboro - Winston-Salem - High Point, N.C	14,937,479	50
Wichita - Hutchinson, Kans.	14,200,470	51
Richmond, Va.	13,898,869	52
Rochester, N.Y.	13,682,306	53
Flint - Saginaw - Bay City, Mich.	13,353,974	54
Birmingham, Ala.	13,282,008	55
Charleston - Huntington, W.Va.	13,161,752	56
Tulsa, Okla.	13,128,915	57
Syracuse, N.Y.	13,079,827	58
Wilkes-Barre - Scranton, Pa.	13,049,500	59
Toledo, Ohio	13,029,195	60
Fresno - Visalia, Calif.	13,001,328	61
Jacksonville, Fla.	12,907,660	62
Mobile - Pensacola, Ala.-Fla.	12,683,[illegible]91	63
Little Rock, Ark.	12,432,361	64
Albuquerque, N.M.	12,310,476	65
Omaha, Neb.	11,565,758	66
Des Moines, Iowa	11,324,991	67
Austin, Tex.	11,166,724	68
Green Bay, Wisc.	11,051,756	69
Shreveport - Texarkana, La.-Tex.-Ark.	10,955,278	70
Portland - Poland Spring, Maine	10,893,407	71
Knoxville, Tenn.	10,657,806	72
Springfield - Decatur - Champaign, Ill.	10,646,280	73
Davenport - Rock Island - Moline, Iowa-Ill.	10,493,861	74
Roanoke - Lynchburg, Va.	10,461,092	75
Cedar Rapids - Waterloo - Dubuque, Iowa	9,779,323	76
South Bend - Elkhart, Ind.	8,834,374	77
Lexington, Ky.	8,810,333	78
Spokane, Wash.	8,798,250	79
Youngstown, Ohio	8,489,581	80
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	8,276,235	81
Columbia, S.C.	8,095,188	82
Chattanooga, Tenn.	7,983,183	83
Salinas - Monterey, Calif.	7,894,748	84
Tucson, Ariz.	7,892,076	85
Baton Rouge, La.	7,842,052	86
Evansville, Ind.	7,730,413	87
Peoria, Ill.	7,587,051	88
Lansing, Mich.	7,492,297	89
Jackson, Miss.	7,490,821	90
Huntsville - Decu[illegible]rence, Ala.	7,468,669	91
Lincoln - Hastings - Kearney, Neb.	7,464,767	92
Johnstown - Altoona, Pa.	7,463,055	93
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	7,439,402	94
Bristol - Kingsport - Johnson City, Tenn.	7,386,816	95
Springfield, Mo.	7,315,611	96
Springfield, Mass.	7,172,438	97
Las Vegas, Nev.	7,140,438	98
Waco - Temple, Tex.	7,057,570	99
Ft. Wayne, Ind.	6,948,690	100
Madison, Wisc.	6,764,291	101
Burlington - Plattsburgh, Vt.-N.Y.	6,515,919	102
Rockford, Ill.	6,481,981	103
Colorado Springs - Pueblo, Colo.	6,450,627	104
Ft. Myers - Naples, Fla.	6,411,998	105
Fargo, N.D.	6,376,603	106
Savannah, Ga.	6,175,067	107
Sioux Falls - Mitchell, S.D.	5,956,615	108
Augusta, Ga.	5,941,197	109
Greenville - New Bern - Washington, N.C.	5,856,905	110
El Paso, Tex.	5,839,488	111
Charleston, S.C.	5,599,583	112
Reno, Nev.	5,514,265	113
Lafayette, La.	5,475,680	114
Beaumont - Port Arthur, Tex.	5,468,670	115
Montgomery - Selma, Ala.	5,377,632	116
Amarillo, Tex.	5,290,252	117
Bakersfield, Calif.	5,233,647	118
Odessa - Midland, Tex.	5,209,629	119
Binghamton, N.Y.	5,195,633	120
Corpus Christi, Tex.	5,166,705	121
Tyler - Longview, Tex.	5,119,541	122
Yakima, Wash.	5,062,893	123
Topeka, Kans.	4,995,188	124
Duluth - Superior, Minn.-Wisc.	4,747,765	125
Macon, Ga.	4,697,520	126
Columbus, Ga.	4,650,897	127
Wausau - Rhinelander, Wisc.	4,636,602	128
Joplin - Pittsburg, Mo.-Kans.	4,611,558	129
Erie, Pa.	4,577,377	130
Wichita Falls - Lawton, Tex.-Okla.	4,549,534	131
Minot - Bismarck - Dickinson, N.D.	4,540,985	132
La Crosse - Eau Claire, Wisc.	4,514,777	133
Tallahassee - Thomasville, Fla.-Ga.	4,475,401	134
Terre Haute, Ind.	4,467,184	135
Sioux City, Iowa	4,452,119	136
Boise, Ida.	4,415,348	137
McAllen - Brownsville, Tex.	4,257,552	138
Monroe - El Dorado, La.-Ark.	4,232,166	139
Chico - Redding, Calif.	4,225,924	140
Eugene, Ore.	4,183,476	141
Wheeling - Steubenville, W.Va.-Ohio	4,177,976	142
Rochester - Mason City - Austin, Minn.-Iowa	4,109,125	143
Florence, S.C.	3,990,577	144
Columbia - Jefferson City, Mo.	3,909,745	145
Traverse City - Cadillac, Mich.	3,902,132	146
Lubbock, Tex.	3,793,778	147
Ft. Smith, Ark.	3,679,001	148
Bluefield - Beckley - Oak Hill, W.Va.	3,565,743	149
Columbus - Tupelo, Miss.	3,423,983	150
Wilmington, N.C.	3,361,531	151
Albany, Ga.	3,334,371	152
Utica, N.Y.	3,291,166	153
Quincy - Hannibal, Ill.-Mo.	3,224,728	154
Abilene - Sweetwater, Tex.	3,192,225	155
Medford, Ore.	3,1[illegible],441	156
Bangor, Maine	3,033,988	157
Idaho Falls - Pocatello, Ida.	2,900,958	158
Elmira, N.Y.	2,509,762	159
Dothan, Ala.	2,495,044	160
Rapid City, S.D.	2,492,905	161
Salisbury, Md.	2,425,979	162
Billings - Hardin, Mont.	2,389,602	163
Watertown - Carthage, N.Y.	2,299,581	164
Gainesville, Fla.	2,249,460	165
Lake Charles, La.	2,237,408	166
Alexandria, La.	2,178,555	167
Laurel - Hattiesburg, Miss.	2,125,308	168
Palm Springs, Calif.	2,004,549	169
Clarksburg - Weston, W.Va.	1,998,411	170
Missoula, Mont.	1,936,864	171
Grand Junction, Colo.	1,913,704	172
Biloxi - Gulfport - Pascagoula, Miss.	1,783,344	173
Great Falls, Mont.	1,739,943	174
El Centro - Yuma, Calif.-Ariz.	1,717,567	175
Panama City, Fla.	1,690,861	176
Ardmore - Ada, Okla.	1,670,970	177
Greenwood - Greenville, Miss.	1,662,078	178
Casper - Riverton, Wyo.	1,645,846	179
Cheyenne - Scottsbluff - Sterling, Wyo.	1,594,573	180
Jonesboro, Ark.	1,591,060	181
Meridian, Miss.	1,589,905	182
Eureka, Calif.	1,524,434	183
Jackson, Tenn.	1,513,874	184
San Angelo, Tex.	1,483,195	185
Marquette, Mich.	1,457,079	186
Lafayette, Ind.	1,401,031	187
Alexandria, Minn.	1,391,129	188
St. Joseph, Mo.	1,358,525	189
Charlottesville, Va.	1,340,027	190
Tuscaloosa, Ala.	1,318,706	191
Lima, Ohio	1,268,576	192
Roswell, N.M.	1,220,647	193
Butte, Mont.	1,215,068	194
Hagerstown, Md.	1,206,409	195
Anniston, Ala.	1,119,937	196
Bowling Green, Ky.	1,098,036	197
Parkersburg, W.Va.	967,204	198
Harrisonburg, Va.	909,360	199
Victoria, Tex.	853,912	200
Twin Falls, Ida.	823,622	201
Flagstaff, Ariz.	812,033	202
Zanesville, Ohio	796,130	203
Laredo, Tex.	792,658	204
Presque Isle, Maine	777,035	205
Ottumwa - Kirksville, Iowa-Mo.	681,499	206
Bend, Ore.	673,068	207
Mankato, Minn.	654,236	208
North Platte, Neb.	549,758	209
Helena, Mont.	524,610	210
Alpena, Mich.	393,869	211
Glendive, Mont.	139,702	212

S&MM/ARBITRON TV MARKET (ADI) RANKING

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	117,227,951	1
Los Angeles, Calif.	84,176,401	2
Chicago, Ill.	50,832,992	3
Philadelphia, Pa.	47,376,757	4
Boston, Mass.	44,249,740	5
San Francisco, Calif.	42,427,978	6
Detroit, Mich.	30,382,189	7
Washington, D.C.	30,200,910	8
Dallas - Ft. Worth, Tex.	29,056,200	9
Houston, Tex.	25,726,387	10
Miami, Fla.	23,319,261	11
Cleveland, Ohio	23,092,544	12
Atlanta, Ga.	23,021,727	13
Minneapolis - St. Paul, Minn.	22,414,376	14
Seattle - Tacoma, Wash.	19,606,172	15
St. Louis, Mo.	18,571,664	16
Tampa - St. Petersburg, Fla.	18,519,486	17
Denver, Colo.	18,178,347	18
Hartford - New Haven, Conn.	17,097,527	19
Pittsburgh, Pa.	16,636,055	20
Baltimore, Md.	15,161,906	21
Sacramento - Stockton, Calif.	15,145,412	22
Phoenix, Ariz.	14,369,387	23
San Diego, Calif.	14,346,841	24
Indianapolis, Ind.	14,082,502	25
Orlando - Daytona Beach - Melbourne, Fla.	12,834,081	26
Kansas City, Mo.	12,813,779	27
Portland, Ore.	12,345,340	28
Cincinnati, Ohio	11,101,177	29
Oklahoma City, Okla.	11,005,485	30
Charlotte, N.C.	10,895,909	31
New Orleans, La.	10,490,698	32
Milwaukee, Wisc.	10,306,765	33
Columbus, Ohio	10,194,355	34
Providence - New Bedford, R.I.-Mass.	10,111,345	35
Nashville, Tenn.	9,910,804	36
Raleigh - Durham, N.C.	9,633,120	37
Salt Lake City, Utah	9,340,831	38
Memphis, Tenn.	9,285,917	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	9,238,583	40
Greenville - Spartanburg - Asheville, S.C.-N.C.	9,068,475	41
Harrisburg - York - Lancaster - Lebanon, Pa.	8,829,640	42
San Antonio, Tex.	8,823,509	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	8,799,500	44
Buffalo, N.Y.	8,416,603	45
Albany - Schenectady - Troy, N.Y.	8,269,749	46
Greensboro - Winston-Salem - High Point, N.C.	8,070,256	47
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	8,003,833	48
Louisville, Ky.	7,726,541	49
Dayton, Ohio	7,550,433	50
Portland - Poland Spring, Maine	7,436,651	51
Flint - Saginaw - Bay City, Mich.	7,394,651	52
Wichita - Hutchinson, Kans.	6,944,644	53
Albuquerque, N.M.	6,930,162	54
Toledo, Ohio	6,910,690	55
Charleston - Huntington, W.Va.	6,872,644	56
Knoxville, Tenn.	6,860,647	57
Richmond, Va.	6,845,803	58
Wilkes-Barre - Scranton, Pa.	6,690,076	59
Jacksonville, Fla.	6,677,379	60
Mobile - Pensacola, Ala.-Fla.	6,598,371	61
Little Rock, Ark.	6,493,936	62
Birmingham, Ala.	6,339,945	63
Fresno - Visalia, Calif.	6,315,883	64
Tulsa, Okla.	6,309,466	65
Rochester, N.Y.	5,794,787	66
Des Moines, Iowa	5,640,312	67
Austin, Tex.	5,617,984	68
Omaha, Neb.	5,544,392	69
Syracuse, N.Y.	5,497,471	70
Shreveport - Texarkana, La.-Tex.-Ark.	5,358,455	71
Springfield - Decatur - Champaign, Ill.	5,092,741	72
Green Bay, Wisc.	5,004,154	73
Roanoke - Lynchburg, Va.	4,895,741	74
Chattanooga, Tenn.	4,605,651	75
Lexington, Ky.	4,560,087	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,512,948	77
South Bend - Elkhart, Ind.	4,485,479	78
Davenport - Rock Island - Moline, Iowa-Ill.	4,484,316	79
Las Vegas, Nev.	4,383,171	80
Cedar Rapids - Waterloo - Dubuque, Iowa	4,321,092	81
Spokane, Wash.	4,239,406	82
Springfield, Mass.	4,213,284	83
Evansville, Ind.	4,173,377	84
Columbia, S.C.	4,122,737	85
Baton Rouge, La.	4,046,596	86
Burlington - Plattsburgh, Vt.-N.Y.	4,003,196	87
Jackson, Miss.	3,981,975	88
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	3,966,343	89
Youngstown, Ohio	3,961,815	90
Tucson, Ariz.	3,951,240	91
Springfield, Mo.	3,766,752	92
Bristol - Kingsport - Johnson City, Tenn.	3,717,769	93
Lansing, Mich.	3,708,409	94
Lincoln - Hastings - Kearney, Neb.	3,681,443	95
Madison, Wisc.	3,678,496	96
Johnstown - Altoona, Pa.	3,633,990	97
Waco - Temple, Tex.	3,624,543	98
Odessa - Midland, Tex.	3,571,895	99
Ft. Myers - Naples, Fla.	3,563,566	100
Huntsville - Decatur - Florence, Ala.	3,505,805	101
Colorado Springs - Pueblo, Colo.	3,362,601	102
Savannah, Ga.	3,356,689	103
Fargo, N.D.	3,350,143	104
Ft. Wayne, Ind.	3,336,348	105
Salinas - Monterey, Calif.	3,312,566	106
Charleston, S.C.	3,301,665	107
Sioux Falls - Mitchell, S.D.	3,275,080	108
Reno, Nev.	3,256,844	109
El Paso, Tex.	3,195,845	110
Lafayette, La.	3,185,747	111
McAllen - Brownsville, Tex.	3,176,889	112
Corpus Christi, Tex.	3,167,361	113
Greenville - New Bern - Washington, N.C.	3,160,[illegible]97	114
Peoria, Ill.	3,007,245	115
Amarillo, Tex.	2,962,906	116
Tyler - Longview, Tex.	2,932,674	117
Rockford, Ill.	2,895,163	118
Augusta, Ga.	2,780,669	119
Beaumont - Port Arthur, Tex.	2,755,836	120
Florence, S.C.	2,739,883	121
Montgomery - Selma, Ala.	2,689,002	122
Wichita Falls - Lawton, Tex.-Okla.	2,558,396	123
Minot - Bismarck - Dickinson, N.D.	2,510,386	124
Duluth - Superior, Minn.-Wisc.	2,509,050	125
Yakima, Wash.	2,452,501	126
Macon, Ga.	2,442,915	127
Terre Haute, Ind.	2,414,262	128
Erie, Pa.	2,375,640	129
Bakersfield, Calif.	2,373,274	130
Rochester - Mason City - Austin, Minn.-Iowa	2,369,019	131
Tallahassee - Thomasville, Fla.-Ga.	2,341,994	132
La Crosse - Eau Claire, Wisc.	2,334,240	133
Sioux City, Iowa	2,312,378	134
Chico - Redding, Calif.	2,283,986	135
Topeka, Kans.	2,269,738	136
Columbus, Ga.	2,268,973	137
Traverse City - Cadillac, Mich.	2,265,198	138
Joplin - Pittsburg, Mo.-Kans.	2,251,355	139
Wausau - Rhinelander, Wisc.	2,236,963	140
Eugene, Ore.	2,228,942	141
Monroe - El Dorado, La.-Ark.	2,218,973	142
Binghamton, N.Y.	2,215,065	143
Lubbock, Tex.	2,190,583	144
Boise, Ida.	2,154,941	145
Bluefield - Beckley - Oak Hill, W.Va.	2,101,656	146
Abilene - Sweetwater, Tex.	2,080,123	147
Wheeling - Steubenville, W.Va.-Ohio	1,990,904	148
Wilmington, N.C.	1,984,710	149
Albany, Ga.	1,964,343	150
Columbia - Jefferson City, Mo.	1,944,080	151
Columbus - Tupelo, Miss.	1,894,240	152
Bangor, Maine	1,866,106	153
Medford, Ore.	1,829,235	154
Ft. Smith, Ark.	1,800,725	155
Salisbury, Md.	1,711,020	156
Idaho Falls - Pocatello, Ida.	1,555,641	157
Quincy - Hannibal, Ill.-Mo.	1,527,942	158
Billings - Hardin, Mont.	1,512,878	159
Utica, N.Y.	1,450,500	160
Dothan, Ala.	1,386,683	161
Rapid City, S.D.	1,302,876	162
Laurel - Hattiesburg, Miss.	1,283,909	163
Grand Junction, Colo.	1,272,837	164
Gainesville, Fla.	1,239,223	165
Lake Charles, La.	1,218,402	166
Greenwood - Greenville, Miss.	1,113,602	167
Elmira, N.Y.	1,098,279	168
Cheyenne - Scottsbluff - Sterling, Wyo.	1,067,198	169
Watertown - Carthage, N.Y.	1,059,724	170
Biloxi - Gulfport - Pascagoula, Miss.	1,053,227	171
Laredo, Tex.	1,038,276	172
Casper - Riverton, Wyo.	1,036,944	173
Alexandria, La.	1,028,540	174
El Centro - Yuma, Calif.-Ariz.	1,019,284	175
Panama City, Fla.	1,013,997	176
Clarksburg - Weston, W.Va.	1,012,964	177
Jackson, Tenn.	974,937	178
Palm Springs, Calif.	973,793	179
Great Falls, Mont.	970,493	180
San Angelo, Tex.	958,607	181
Missoula, Mont.	952,544	182
Roswell, N.M.	909,359	183
Eureka, Calif.	861,173	184
Charlottesville, Va.	849,458	185
Ardmore - Ada, Okla.	841,885	186
Meridian, Miss.	825,687	187
Alexandria, Minn.	815,395	188
Jonesboro, Ark.	814,286	189
St. Joseph, Mo.	792,469	190
Lima, Ohio	787,180	191
Lafayette, Ind.	755,119	192
Tuscaloosa, Ala.	751,802	193
Butte, Mont.	698,066	194
Hagerstown, Md.	691,825	195
Bowling Green, Ky.	687,008	196
Marquette, Mich.	610,171	197
Parkersburg, W.Va.	604,685	198
Victoria, Tex.	578,852	199
Flagstaff, Ariz.	563,817	200
Harrisonburg, Va.	555,783	201
Twin Falls, Ida.	491,728	202
Anniston, Ala.	474,661	203
Mankato, Minn.	461,886	204
Presque Isle, Maine	451,247	205
Zanesville, Ohio	436,484	206
Bend, Ore.	364,508	207
Ottumwa - Kirksville, Iowa-Mo.	350,768	208
North Platte, Neb.	343,935	209
Helena, Mont.	276,054	210
Alpena, Mich.	184,428	211
Glendive, Mont.	115,994	212

S&MM/ARBITRON TV MARKET (ADI) RANKING

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.6442	1
Los Angeles, Calif.	5.8175	2
Chicago, Ill.	3.7284	3
Philadelphia, Pa.	3.1349	4
San Francisco, Calif.	2.8839	5
Boston, Mass.	2.7283	6
Washington, D.C.	2.1268	7
Detroit, Mich.	2.0204	8
Dallas - Ft. Worth, Tex.	1.9077	9
Houston, Tex.	1.7342	10
Cleveland, Ohio	1.5582	11
Atlanta, Ga.	1.4669	12
Minneapolis - St. Paul, Minn.	1.4641	13
Miami, Fla.	1.3844	14
Seattle - Tacoma, Wash.	1.3681	15
St. Louis, Mo.	1.2439	16
Pittsburgh, Pa.	1.2149	17
Tampa - St. Petersburg, Fla.	1.1943	18
Denver, Colo.	1.1738	19
Hartford - New Haven, Conn.	1.1461	20
Sacramento - Stockton, Calif.	1.0385	21
Baltimore, Md.	1.0268	22
San Diego, Calif.	1.0051	23
Phoenix, Ariz.	.9666	24
Indianapolis, Ind.	.9162	25
Portland, Ore.	.8455	26
Kansas City, Mo.	.8370	27
Orlando - Daytona Beach - Melbourne, Fla.	.7926	28
Cincinnati, Ohio	.7746	29
Milwaukee, Wisc.	.7674	30
Charlotte, N.C.	.7148	31
Columbus, Ohio	.6915	32
Nashville, Tenn.	.6818	33
New Orleans, La.	.6738	34
Oklahoma City, Okla.	.6620	35
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6575	36
Buffalo, N.Y.	.6433	37
Raleigh - Durham, N.C.	.6419	38
Salt Lake City, Utah	.6390	39
Providence - New Bedford, R.I.-Mass.	.6350	40
Norfolk - Portsmouth - Newport News - Hampton, Va.	.6060	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5907	42
Harrisburg - York - Lancaster - Lebanon, Pa.	.5900	43
San Antonio, Tex.	.5857	44
Memphis, Tenn.	.5820	45
Albany - Schenectady - Troy, N.Y.	.5524	46
Dayton, Ohio	.5417	47
Louisville, Ky.	.5319	48
Greensboro - Winston-Salem - High Point, N.C.	.5238	49
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	.5092	50
Charleston - Huntington, W.Va.	.4788	51
Flint - Saginaw - Bay City, Mich.	.4746	52
Wichita - Hutchinson, Kans.	.4712	53
Richmond, Va.	.4697	54
Birmingham, Ala.	.4622	55
Wilkes-Barre - Scranton, Pa.	.4614	56
Albuquerque, N.M.	.4528	57
Toledo, Ohio	.4498	58
Jacksonville, Fla.	.4497	59
Tulsa, Okla.	.4476	60
Fresno - Visalia, Calif.	.4470	61
Mobile - Pensacola, Ala.-Fla.	.4469	62
Little Rock, Ark.	.4440	63
Rochester, N.Y.	.4258	64
Syracuse, N.Y.	.4165	65
Portland - Poland Spring, Maine	.4132	66
Knoxville, Tenn.	.4114	67
Shreveport - Texarkana, La.-Tex.-Ark.	.3848	68
Omaha, Neb.	.3840	69
Des Moines, Iowa	.3839	70
Austin, Tex.	.3752	71
Green Bay, Wisc.	.3702	72
Roanoke - Lynchburg, Va.	.3564	73
Springfield - Decatur - Champaign, Ill.	.3552	74
Davenport - Rock Island - Moline, Iowa-Ill.	.3384	75
Cedar Rapids - Waterloo - Dubuque, Iowa	.3244	76
Lexington, Ky.	.3170	77
South Bend - Elkhart, Ind.	.3051	78
Spokane, Wash.	.3050	79
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.3035	80
Chattanooga, Tenn.	.2962	81
Youngstown, Ohio	.2849	82
Columbia, S.C.	.2846	83
Baton Rouge, La.	.2769	84
Jackson, Miss.	.2748	85
Tucson, Ariz.	.2741	86
Evansville, Ind.	.2727	87
Springfield, Mo.	.2653	88
Bristol - Kingsport - Johnson City, Tenn.	.2638	89
Johnstown - Altoona, Pa.	.2637	90
Huntsville - Decatur - Florence, Ala.	.2563	91
Las Vegas, Nev.	.2563	91
Lincoln - Hastings - Kearney, Neb.	.2549	93
Springfield, Mass.	.2544	94
Lansing, Mich.	.2518	95
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2492	96
Waco - Temple, Tex.	.2491	97
Salinas - Monterey, Calif.	.2484	98
Burlington - Plattsburgh, Vt.-N.Y.	.2430	99
Peoria, Ill.	.2357	100
Ft. Wayne, Ind.	.2354	101
Madison, Wisc.	.2344	102
Colorado Springs - Pueblo, Colo.	.2247	103
Fargo, N.D.	.2244	104
Savannah, Ga.	.2234	105
Ft. Myers - Naples, Fla.	.2225	106
El Paso, Tex.	.2202	107
Greenville - New Bern - Washington, N.C.	.2178	108
Sioux Falls - Mitchell, S.D.	.2146	109
Charleston, S.C.	.2117	110
Rockford, Ill.	.2103	111
Augusta, Ga.	.2076	112
Lafayette, La.	.2043	113
Montgomery - Selma, Ala.	.1954	114
Corpus Christi, Tex.	.1948	115
Odessa - Midland, Tex.	.1942	116
Reno, Nev.	.1940	117
McAllen - Brownsville, Tex.	.1906	118
Amarillo, Tex.	.1896	119
Beaumont - Port Arthur, Tex.	.1866	120
Tyler - Longview, Tex.	.1840	121
Yakima, Wash.	.1729	122
Bakersfield, Calif.	.1704	123
Duluth - Superior, Minn.-Wisc.	.1684	124
Binghamton, N.Y.	.1679	125
Columbus, Ga.	.1656	126
Macon, Ga.	.1655	127
Wichita Falls - Lawton, Tex.-Okla.	.1649	128
Topeka, Kans.	.1639	129
Minot - Bismarck - Dickinson, N.D.	.1613	130
Joplin - Pittsburg, Mo.-Kans.	.1611	131
Tallahassee - Thomasville, Fla.-Ga.	.1609	132
Wausau - Rhinelander, Wisc.	.1602	133
Florence, S.C.	.1598	134
Terre Haute, Ind.	.1596	135
Monroe - El Dorado, La.-Ark.	.1595	136
Erie, Pa.	.1593	137
La Crosse - Eau Claire, Wisc.	.1591	138
Sioux City, Iowa	.1583	139
Boise, Ida.	.1541	140
Chico - Redding, Calif.	.1502	141
Eugene, Ore.	.1502	141
Rochester - Mason City - Austin, Minn.-Iowa	.1475	143
Traverse City - Cadillac, Mich.	.1462	144
Wheeling - Steubenville, W.Va.-Ohio	.1449	145
Lubbock, Tex.	.1406	146
Bluefield - Beckley - Oak Hill, W.Va.	.1374	147
Columbia - Jefferson City, Mo.	.1349	148
Columbus - Tupelo, Miss.	.1330	149
Ft. Smith, Ark.	.1297	150
Albany, Ga.	.1282	151
Wilmington, N.C.	.1280	152
Abilene - Sweetwater, Tex.	.1218	153
Medford, Ore.	.1180	154
Bangor, Maine	.1146	155
Quincy - Hannibal, Ill.-Mo.	.1118	156
Utica, N.Y.	.1090	157
Idaho Falls - Pocatello, Ida.	.1066	158
Salisbury, Md.	.0948	159
Dothan, Ala.	.0940	160
Billings - Hardin, Mont.	.0898	161
Rapid City, S.D.	.0874	162
Elmira, N.Y.	.0839	163
Laurel - Hattiesburg, Miss.	.0825	164
Gainesville, Fla.	.0805	165
Lake Charles, La.	.0802	166
Watertown - Carthage, N.Y.	.0794	167
Alexandria, La.	.0793	168
Clarksburg - Weston, W.Va.	.0740	169
Grand Junction, Colo.	.0729	170
Greenwood - Greenville, Miss.	.0716	171
Missoula, Mont.	.0677	172
Palm Springs, Calif.	.0670	173
Biloxi - Gulfport - Pascagoula, Miss.	.0662	174
El Centro - Yuma, Calif.-Ariz.	.0655	175
Panama City, Fla.	.0651	176
Great Falls, Mont.	.0639	177
Ardmore - Ada, Okla.	.0614	178
Cheyenne - Scottsbluff - Sterling, Wyo.	.0605	179
Casper - Riverton, Wyo.	.0601	180
Jackson, Tenn.	.0589	181
Meridian, Miss.	.0587	182
Jonesboro, Ark.	.0584	183
San Angelo, Tex.	.0555	184
Eureka, Calif.	.0541	185
Alexandria, Minn.	.0534	186
Marquette, Mich.	.0501	187
St. Joseph, Mo.	.0495	188
Tuscaloosa, Ala.	.0492	189
Lafayette, Ind.	.0490	190
Roswell, N.M.	.0484	191
Charlottesville, Va.	.0481	192
Lima, Ohio	.0465	193
Butte, Mont.	.0451	194
Laredo, Tex.	.0449	195
Hagerstown, Md.	.0437	196
Bowling Green, Ky.	.0424	197
Anniston, Ala.	.0386	198
Parkersburg, W.Va.	.0361	199
Harrisonburg, Va.	.0346	200
Flagstaff, Ariz.	.0325	201
Victoria, Tex.	.0325	201
Twin Falls, Ida.	.0311	203
Presque Isle, Maine	.0293	204
Zanesville, Ohio	.0291	205
Mankato, Minn.	.0257	206
Ottumwa - Kirksville, Iowa-Mo.	.0250	207
Bend, Ore.	.0245	208
North Platte, Neb.	.0204	209
Helena, Mont.	.0184	210
Alpena, Mich.	.0137	211
Glendive, Mont.	.0058	212

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— **Brown** 11.9, **Callahan** 4.1, **Coke** 1.1, **Coleman** 3.7, **Eastland** 6.9, **Fisher** 1.8, **Haskell** 2.4, **Jones** 5.8, **Mitchell** 2.8, **Nolan** 5.6, **Runnels** 4.1, **Scurry** 6.1, **Shackelford** 1.3, **Stephens** 3.7, **Stonewall** 0.9, **Taylor** 37.9. **Tot. Hslds.: 116,500.**

ALBANY, GA.— **Atkinson** 1.5, **Baker** 0.9, **Ben Hill** 4.8, **Berrien** 3.8, **Calhoun** 1.1, **Coffee** 7.6, **Colquitt** 9.8, **Cook** 3.7, **Crisp** 5.4, **Dougherty** 26.2, **Irwin** 2.5, **Lanier** 1.5, **Lee** 3.7, **Mitchell** 5.2, **Telfair** 3.0, **Terrell** 3.0, **Tift** 8.9, **Turner** 2.4, **Worth** 4.8. **Tot. Hslds.: 133,000.**

ALBANY-SCHENECTADY-TROY, N.Y.— **MASS.: Berkshire** 11.3, **N.Y.: Albany** 23.1, **Columbia** 4.8, **Fulton** 4.3, **Greene** 3.4, **Hamilton** 0.4, **Montgomery** 4.2, **Rensselaer** 11.4, **Saratoga** 11.8, **Schenectady** 12.0, **Schoharie** 2.2, **Warren** 4.2, **Washington** 4.1, **VT.: Bennington** 2.8. **Tot. Hslds.: 485,700.**

ALBUQUERQUE, N.M.— **ARIZ.: Apache (northern portion)** 2.7, **COLO.: Alamosa** 1.0, **Archuleta** 0.4, **Conejos** 0.6, **Costilla** 0.3, **Mineral** 0.1, **Montezuma** 1.5, **Rio Grande** 0.8, **Saguache** 0.3, **N.M.: Bernalillo** 40.1, **Catron** 0.2, **Cibola** 2.2, **Colfax** 1.1, **De Baca** 0.2, **Eddy** 4.2, **Grant** 2.0, **Guadalupe** 0.3, **Harding** 0.1, **Lincoln** 1.3, **Los Alamos** 1.6, **McKinley** 4.4, **Mora** 0.3, **Otero** 3.8, **Rio Arriba** 2.4, **Roosevelt** 1.4, **Sandoval** 3.4, **San Juan** 7.0, **San Miguel** 1.9, **Santa Fe** 7.3, **Sierra** 0.9, **Socorro** 1.0, **Taos** 1.6, **Torrance** 0.7, **Valencia** 2.9. **Tot. Hslds.: 452,800.**

[illegible]ANDRIA, LA.— **Avoyelles** 16.7, **Grant** 7.2, **Rapides** 55.7, **Vernon** 20.3. **Tot. Hslds.: 89,700.**

ALEXANDRIA, MINN.— **Beltrami** 19.0, **Cass** 13.9, **Douglas** 18.9, **Grant** 4.5, **Hubbard** 9.3, **Pope** 7.6, **Todd** 15.6, **Traverse** 3.0, **Wadena** 8.3. **Tot. Hslds.: 60,400.**

ALPENA, MICH.— **Alcona** 27.6, **Alpena** 72.4. **Tot. Hslds.: 15,600.**

AMARILLO, TEX.— **N.M.: Curry** 8.7, **Quay** 2.5, **Union** 1.0, **OKLA.: Cimarron** 0.9, **Texas** 3.6, **TEX.: Armstrong** 0.4, **Briscoe** 0.6, **Carson** 1.3, **Castro** 1.8, **Childress** 1.4, **Collingsworth** 0.9, **Cottle** 0.6, **Dallam** 1.4, **Deaf Smith** 3.6, **Donley** 0.9, **Gray** 5.7, **Hall** 1.1, **Hansford** 1.3, **Hartley** 0.7, **Hemphill** 1.2, **Hutchinson** 5.8, **Lipscomb** 0.8, **Moore** 3.3, **Ochiltree** 2.0, **Oldham** 0.4, **Parmer** 1.9, **Potter** 22.8, **Randall** 18.8, **Roberts** 0.2, **Sherman** 0.6, **Swisher** 1.8, **Wheeler** 1.8. **Tot. Hslds.: 181,500.**

ANNISTON, ALA.— **Calhoun** 100.0. **Tot. Hslds.: 44,200.**

ARDMORE-ADA, OKLA.— **Atoka** 6.4, **Bryan** 17.3, **Carter** 24.0, **Choctaw** 8.2, **Coal** 2.9, **Johnston** 5.4, **Love** 4.4, **Marshall** 6.7, **Pontotoc** 17.9, **Pushmataha** 6.8. **Tot. Hslds.: 74,700.**

ATLANTA, GA.— **ALA.: Cherokee** 0.6, **Cleburne** 0.4, **Randolph** 0.6, **GA.: Banks** 0.3, **Barrow** 0.7, **Bartow** 1.3, **Butts** 0.4, **Carroll** 1.8, **Cherokee** 1.9, **Clarke** 2.3, **Clayton** 4.9, **Cobb** 11.7, **Coweta** 1.3, **Dawson** 0.2, **De Kalb** 15.8, **Douglas** 1.8, **Fayette** 1.3, **Floyd** 2.4, **Forsyth** 1.1, **Fulton** 19.7, **Gilmer** 0.4, **Gordon** 1.0, **Greene** 0.3, **Gwinnett** 7.4, **Habersham** 0.8, **Hall** 2.5, **Haralson** 0.6, **Heard** 0.2, **Henry** 1.3, **Jackson** 0.8, **Jasper** 0.2, **Lamar** 0.4, **Lumpkin** 0.3, **Madison** 0.6, **Meriwether** 0.6, **Monroe** 0.4, **Morgan** 0.3, **Newton** 1.1, **Oconee** 0.4, **Oglethorpe** 0.3, **Paulding** 0.9, **Pickens** 0.4, **Pike** 0.3, **Polk** 1.0, **Putnam** 0.3, **Rabun** 0.3, **Rockdale** 1.3, **Spalding** 1.4, **Towns** 0.2, **Troup** 1.6, **Union** 0.3, **Upson** 0.8, **Walton** 0.9, **White** 0.3. **Tot. Hslds.: 1,255,900.**

AUGUSTA, GA.— **Burke** 3.0, **Columbia** 8.9, **Emanuel** 3.5, **Glascock** 0.4, **Hancock** 1.4, **Jefferson** 3.0, **Jenkins** 1.3, **Johnson** 1.5, **Lincoln** 1.0, **McDuffie** 3.4, **Richmond** 30.9, **Taliaferro** 0.4, **Warren** 0.9, **Washington** 3.0, **Wilkes** 1.8, **S.C.: Aiken** 20.7, **Allendale** 1.8, **Bamberg** 2.8, **Barnwell** 3.5, **Edgefield** 2.8, **McCormick** 1.2, **Saluda** 2.8. **Tot. Hslds.: 216,500.**

AUSTIN, TEX.— **Bastrop** 3.7, **Blanco** 0.7, **Burnet** 2.9, **Caldwell** 2.6, **Fayette** 2.4, **Gillespie** 1.9, **Hays** 5.3, **Lee** 1.4, **Llano** 1.6, **Mason** 0.5, **San Saba** 0.7, **Travis** 65.2, **Williamson** 11.2. **Tot. Hslds.: 342,500.**

BAKERSFIELD, CALIF.— **Kern (western portion)** 100.0. **Tot. Hslds.: 149,600.**

BALTIMORE, MD.— **Anne Arundel** 15.7, **Baltimore** 28.6, **Baltimore city** 31.5, **Caroline** 1.0, **Carroll** 4.3, **Cecil** 2.5, **Dorchester** 1.3, **Harford** 6.0, **Howard** 6.0, **Kent** 0.7, **Queen Anne's** 1.2, **Talbot** 1.2. **Tot. Hslds.: 897,400.**

BANGOR, MAINE— **Hancock** 15.4, **Penobscot** 42.7, **Piscataquis** 5.8, **Somerset** 14.5, **Waldo** 9.9, **Washington** 11.6. **Tot. Hslds.: 113,600.**

BATON ROUGE, LA.— **Ascension** 7.5, **Assumption** 2.6, **East Baton Rouge** 55.0, **East Feliciana** 2.2, **Iberville** 4.0, **Livingston** 9.3, **Pointe Coupee** 3.2, **St. Helena** 1.2, **St. Mary** 8.1, **West Baton Rouge** 2.6, **West Feliciana** 1.0, **MISS.: Amite** 1.8, **Wilkinson** 1.3. **Tot. Hslds.: 258,500.**

BEAUMONT-PORT ARTHUR, TEX.— **Hardin** 9.1, **Jasper** 7.2, **Jefferson** 55.6, **Newton** 2.9, **Orange** 18.1, **Sabine** 2.5, **Tyler** 4.6. **Tot. Hslds.: 170,000.**

BEND, ORE.— **Deschutes** 100.0. **Tot. Hslds.: 26,200.**

BILLINGS-HARDIN, MONT.— **Big Horn** 3.9, **Carbon** 4.3, **Custer** 6.2, **Garfield** 0.7, **Golden Valley** 0.5, **Musselshell** 2.1, **Park** 6.4, **Petroleum** 0.2, **Powder River** 1.0, **Rosebud** 4.8, **Stillwater** 2.7, **Sweet Grass** 1.5, **Treasure** 0.5, **Wheatland** 1.0, **Yellowstone** 54.0, **WYO.: Park** 10.1. **Tot. Hslds.: 88,700.**

BILOXI-GULFPORT-PASCAGOULA, MISS.— **Harrison** 94.7, **Stone** 5.3. **Tot. Hslds.: 64,700.**

BINGHAMTON, N.Y.— **Broome** 50.6, **Chenango** 11.7, **Delaware** 11.0, **Tioga** 11.8, **PA.: Bradford** 15.0. **Tot. Hslds.: 158,500.**

BIRMINGHAM, ALA.— **Bibb** 1.2, **Blount** 2.9, **Chilton** 2.5, **Clay** 1.0, **Coosa** 0.9, **Cullman** 5.0, **Etowah** 7.8, **Fayette** 1.4, **Greene** 0.7, **Hale** 1.0, **Jefferson** 52.1, **Marion** 2.4, **St. Clair** 3.3, **Shelby** 5.7, **Talladega** 5.3, **Walker** 5.2, **Winston** 1.8. **Tot. Hslds.: 502,800.**

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— **VA.: Bland** 1.4, **Tazewell** 11.4, **W.VA.: Fayette** 13.8, **Greenbrier** 9.3, **McDowell** 10.4, **Mercer** 18.0, **Monroe** 3.1, **Raleigh** 21.1, **Summers** 3.5, **Wyoming** 7.8. **Tot. Hslds.: 153,200.**

BOISE, IDA.— **Ada** 47.3, **Adams** 0.8, **Blaine** 3.4, **Boise** 1.0, **Camas** 0.2, **Canyon** 19.2, **Elmore** 4.4, **Gem** 2.7, **Owyhee** 1.8, **Payette** 3.7, **Valley** 1.5, **Washington** 2.0, **ORE.: Baker** 3.9, **Grant** 2.0, **Malheur** 6.3. **Tot. Hslds.: 157,800.**

BOSTON, MASS.— **Barnstable** 3.5, **Essex** 12.0, **Franklin** 1.3, **Middlesex** 24.4, **Nantucket** 0.1, **Norfolk** 10.7, **Plymouth** 7.2, **Suffolk** 13.1, **Worcester** 11.8, **N.H.: Cheshire** 1.2, **Hillsborough** 5.6, **Merrimack** 2.0, **Rockingham** 4.0, **Strafford** 1.6, **Sullivan** 0.7, **VT.: Windham** 0.8. **Tot. Hslds.: 2,060,100.**

BOWLING GREEN, KY.— **Adair** 12.6, **Hart** 13.5, **Metcalfe** 8.2, **Warren** 65.6. **Tot. Hslds.: 45,100.**

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— **KY.: Letcher** 3.8, **N.C.: Avery** 1.9, **TENN.: Carter** 7.0, **Greene** 7.4, **Hancock** 0.8, **Hawkins** 6.1, **Johnson** 1.9, **Sullivan** 20.3, **Unicoi** 2.3, **Washington** 12.3, **VA.: Bristol city** 2.6, **Buchanan** 4.4, **Dickenson** 2.5, **Lee** 3.4, **Norton city** 0.6, **Russell** 4.2, **Scott** 3.1, **Smyth** 4.2, **Washington** 5.9, **Wise** 5.5. **Tot. Hslds.: 281,500.**

BUFFALO, N.Y.— **Allegany** 2.9, **Cattaraugus** 5.0, **Chautauqua** 8.9, **Erie** 58.4, **Genesee** 3.4, **Niagara** 13.0, **Orleans** 2.2, **Wyoming** 2.2, **PA.: McKean** 3.0, **Potter** 1.1. **Tot. Hslds.: 616,900.**

BURLINGTON-PLATTSBURGH, VT.— **N.Y.: Clinton** 11.6, **Essex** 6.2, **Franklin** 6.9, **VT.: Addison** 4.8, **Caledonia** 4.5, **Chittenden** 19.5, **Essex** 1.1, **Franklin** 5.7, **Grand Isle** 0.8, **Lamoille** 3.0, **Orange** 3.9, **Orleans** 3.9, **Rutland** 10.0, **Washington** 8.9, **Windsor** 9.3. **Tot. Hslds.: 229,200.**

BUTTE, MONT.— **Beaverhead** 6.5, **Broadwater** 3.0, **Deer Lodge** 8.5, **Gallatin** 37.7, **Jefferson** 6.0, **Madison** 4.4, **Powell** 4.8, **Silver Bow** 29.0. **Tot. Hslds.: 49,600.**

CASPER-RIVERTON, WYO.— **Converse** 10.0, **Fremont** 24.9, **Hot Springs** 4.1, **Johnson** 5.1, **Natrona** 53.5, **Niobrara** 2.4. **Tot. Hslds.: 51,000.**

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— **ILL.: Jo Daviess** 2.8, **IOWA: Allamakee** 1.7, **Benton** 2.8, **Black Hawk** 14.7, **Bremer** 2.7, **Buchanan** 2.5, **Butler** 2.0, **Chickasaw** 1.7, **Clayton** 2.5, **Delaware** 2.1, **Dubuque** 9.6, **Fayette** 2.9, **Grundy** 1.7, **Iowa** 1.8, **Johnson** 10.3, **Jones** 2.2, **Keokuk** 1.5, **Linn** 20.6, **Tama** 2.1, **Washington** 2.4, **Winneshiek** 2.3, **WISC.: Crawford** 1.8, **Grant** 5.4. **Tot. Hslds.: 325,600.**

CHARLESTON, S.C.— **Berkeley** 20.0, **Charleston** 47.8, **Colleton** 5.8, **Dorchester** 12.5, **Georgetown** 7.8, **Williamsburg** 6.1. **Tot. Hslds.: 211,200.**

CHARLESTON-HUNTINGTON, W.VA.— **KY.: Boyd** 3.9, **Carter** 1.7, **Elliott** 0.5, **Floyd** 3.4, **Greenup** 2.6, **Johnson** 1.7, **Lawrence** 1.0, **Lewis** 1.0, **Magoffin** 0.9, **Martin** 0.9, **Morgan** 0.8, **Pike** 5.7, **OHIO: Athens** 3.8, **Gallia** 2.1, **Jackson** 2.1, **Lawrence** 4.5, **Meigs** 1.7, **Scioto** 5.8, **Vinton** 0.8, **Washington** 4.6, **W.VA.: Boone** 2.1, **Braxton** 1.1, **Cabell** 8.1, **Calhoun** 0.6, **Clay** 0.8, **Jackson** 1.8, **Kanawha** 17.3, **Lincoln** 1.5, **Logan** 3.3, **Mason** 1.9, **Mingo** 2.5, **Nicholas** 2.0, **Putnam** 3.0, **Roane** 1.1, **Wayne** 3.2, **Wirt** 0.3. **Tot. Hslds.: 522,400.**

CHARLOTTE, N.C.— **Alexander** 1.4, **Anson** 1.3, **Ashe** 1.3, **Burke** 4.2, **Cabarrus** 5.1, **Caldwell** 3.9, **Catawba** 6.3, **Cleveland** 4.6, **Gaston** 9.2, **Iredell** 4.8, **Lincoln** 2.5, **Mecklenburg** 25.4, **Richmond** 2.5, **Rowan** 5.8, **Stanly** 2.8, **Union** 4.0, **Watauga** 1.8, **S.C.: Chester** 1.6, **Chesterfield** 2.1, **Lancaster** 3.0, **York** 6.3. **Tot. Hslds.: 683,500.**

CHARLOTTESVILLE, VA.— **Albemarle** 58.2, **Charlottesville city** 41.8. **Tot. Hslds.: 39,200.**

CHATTANOOGA, TENN.— **ALA.: Jackson** 6.4, **GA.: Catoosa** 4.6, **Chattooga** 2.5, **Dade** 1.4, **Fannin** 2.0, **Murray** 2.6, **Walker** 6.6, **Whitfield** 8.2, **N.C.: Cherokee** 2.5, **Clay** 0.9, **TENN.: Bledsoe** 1.1, **Bradley** 8.6, **Grundy** 1.6, **Hamilton** 36.1, **McMinn** 5.2, **Marion** 3.0, **Meigs** 0.9, **Polk** 1.6, **Rhea** 3.0, **Sequatchie** 1.1. **Tot. Hslds.: 306,600.**

CHEYENNE-SCOTTSBLUFF-STERLING, WYO.— **COLO.: Logan** 13.3, **NEB.: Banner** 0.5, **Morrill** 4.1, **Scotts Bluff** 24.4, **WYO.: Goshen** 8.4, **Laramie** 49.2. **Tot. Hslds.: 58,100.**

CHICAGO, ILL.— **Cook** 62.3, **De Kalb** 0.8, **Du Page** 8.5, **Grundy** 0.4, **Iroquois** 0.4, **Kane** 3.5, **Kankakee** 1.2, **Kendall** 0.4, **Lake** 5.1, **La Salle** 1.4, **Livingston** 0.5, **McHenry** 1.8, **Will** 3.6, **IND.: Jasper** 0.3, **Lake** 5.6, **La Porte** 1.2, **Newton** 0.2, **Porter** 1.4, **WISC.: Kenosha** 1.4. **Tot. Hslds.: 3,109,900.**

CHICO-REDDING, CALIF.— **Butte** 44.5, **Glenn** 5.5, **Modoc** 2.3, **Shasta** 32.7, **Tehama** 11.4, **Trinity** 3.5. **Tot. Hslds.: 155,100.**

CINCINNATI, OHIO— **IND.: Dearborn** 1.8, **Fayette** 1.4, **Franklin** 0.9, **Ohio** 0.3, **Ripley** 1.2, **Switzerland** 0.4, **Union** 0.3, **KY.: Boone** 2.4, **Bracken** 0.4, **Campbell** 4.0, **Carroll** 0.5, **Gallatin** 0.3, **Grant** 0.7, **Kenton** 7.0, **Mason** 0.9, **Owen** 0.5, **Pendleton** 0.5, **Robertson** 0.1, **OHIO: Adams** 1.3, **Brown** 1.7, **Butler** 13.5, **Clermont** 6.8, **Hamilton** 46.5, **Highland** 1.8, **Warren** 5.0. **Tot. Hslds.: 721,300.**

CLARKSBURG-WESTON, W.VA.— **Barbour** 6.8, **Doddridge** 3.1, **Gilmer** 3.4, **Harrison** 33.0, **Lewis** 8.0, **Pleasants** 3.2, **Randolph** 11.8, **Ritchie** 5.0, **Taylor** 6.9, **Tucker** 3.8, **Upshur** 10.0, **Webster** 4.9. **Tot. Hslds.: 89,300.**

CLEVELAND, OHIO— **Ashland** 1.2, **Ashtabula** 2.6, **Carroll** 0.7, **Cuyahoga** 39.9, **Erie** 2.0, **Geauga** 1.7, **Holmes** 0.6, **Huron** 1.4, **Lake** 5.4, **Lorain** 6.7, **Medina** 2.8, **Portage** 3.4, **Richland** 3.4, **Stark** 9.7, **Summit** 13.6, **Tuscarawas** 2.3, **Wayne** 2.5. **Tot. Hslds.: 1,427,900.**

COLORADO SPRINGS-PUEBLO, COLO.— **Baca** 0.9, **Bent** 0.9, **Cheyenne** 0.4, **Crowley** 0.5, **Custer** 0.3, **El Paso** 62.2, **Fremont** 5.4, **Huerfano** 1.3, **Kiowa** 0.3, **Las Animas** 2.5, **Otero** 3.7, **Pueblo** 21.6. **Tot. Hslds.: 222,900.**

COLUMBIA, S.C.— **Calhoun** 1.6, **Clarendon** 3.5, **Fairfield** 2.4, **Kershaw** 5.7, **Lee** 2.1, **Lexington** 22.0, **Newberry** 4.4, **Orangeburg** 11.0, **Richland** 35.7, **Sumter** 11.5. **Tot. Hslds.: 278,700.**

COLUMBIA-JEFFERSON CITY, MO.— **Audrain** 7.5, **Boone** 30.3, **Callaway** 8.8, **Chariton** 3.1, **Cole** 16.8, **Cooper** 4.2, **Howard** 2.8, **Maries** 2.2, **Miller** 6.0, **Moniteau** 3.4, **Morgan** 4.5, **Osage** 3.2, **Randolph** 7.5. **Tot. Hslds.: 129,900.**

COLUMBUS, GA.— **ALA.: Barbour** 5.1, **Chambers** 8.1, **Lee** 17.7, **Russell** 10.0, **GA.: Chattahoochee** 1.8, **Clay** 0.7, **Harris** 3.6, **Macon** 2.8, **Marion** 1.0, **Muscogee** 36.2, **Quitman** 0.5, **Randolph** 1.9, **Schley** 0.6, **Stewart** 1.1, **Sumter** 5.7, **Talbot** 1.2, **Taylor** 1.5, **Webster** 0.5. **Tot. Hslds.: 177,500.**

COLUMBUS-TUPELO, MISS.— **ALA.: Lamar** 3.9, **Pickens** 4.6, **MISS.: Calhoun** 3.6, **Chickasaw** 3.9, **Choctaw** 2.0, **Clay** 4.6, **Itawamba** 5.0, **Lee** 15.1, **Lowndes** 13.6, **Monroe** 8.1, **Montgomery** 2.9, **Noxubee** 2.6, **Oktibbeha** 7.8, **Pontotoc** 5.2, **Prentiss** 5.8, **Tishomingo** 4.6, **Webster** 2.4, **Winston** 4.3. **Tot. Hslds.: 157,300.**

COLUMBUS, OHIO— **Coshocton** 2.1, **Crawford** 2.8, **Delaware** 3.1, **Fairfield** 5.2, **Fayette** 1.5, **Franklin** 54.0, **Hardin** 1.8, **Hocking** 1.5, **Knox** 2.6, **Licking** 7.0, **Madison** 1.7, **Marion** 3.6, **Morgan** 0.8, **Morrow** 1.5, **Perry** 1.8, **Pickaway** 2.3, **Pike** 1.3, **Ross** 3.7, **Union** 1.7. **Tot. Hslds.: 661,000.**

CORPUS CHRISTI, TEX.— **Aransas** 3.9, **Bee** 5.0, **Brooks** 1.6, **Duval** 2.4, **Jim Hogg** 1.0, **Jim Wells** 7.2, **Kenedy** 0.1, **Kleberg** 6.2, **Live Oak** 2.0, **Nueces** 57.5, **Refugio** 1.8, **San Patricio** 11.3. **Tot. Hslds.: 174,600.**

DALLAS-FT. WORTH, TEX.— **Anderson** 0.9, **Bosque** 0.4, **Collin** 4.3, **Comanche** 0.3, **Cooke** 0.7, **Dallas** 43.2, **Delta** 0.1, **Denton** 4.5, **Ellis** 1.6, **Erath** 0.6, **Fannin** 0.6, **Freestone** 0.4, **Grayson** 2.3, **Hamilton** 0.2, **Henderson** 1.4, **Hill** 0.7, **Hood** 0.7, **Hopkins** 0.7, **Hunt** 1.5, **Jack** 0.2, **Johnson** 2.0, **Kaufman** 1.1, **Lamar** 1.1, **Navarro** 0.9, **Palo Pinto** 0.6, **Parker** 1.3, **Rains** 0.2, **Rockwall** 0.5, **Somervell** 0.1, **Tarrant** 24.6, **Van Zandt** 0.9, **Wise** 0.8, **Wood** 0.7. **Tot. Hslds.: 1,617,600.**

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— **ILL.: Bureau** 4.4, **Carroll** 2.1, **Henderson** 1.1, **Henry** 6.3, **Knox** 7.0, **Lee** 3.9, **Mercer** 2.2, **Rock Island** 19.2, **Warren** 2.5, **Whiteside** 7.4, **IOWA: Cedar** 2.2, **Clinton** 6.4, **Des Moines** 5.5, **Henry** 2.2, **Jackson** 2.5, **Louisa** 1.4, **Muscatine** 4.7, **Scott** 19.1. **Tot. Hslds.: 328,100.**

DAYTON, OHIO— **IND.: Randolph** 2.1, **Wayne** 5.2, **OHIO: Auglaize** 3.1, **Champaign** 2.5, **Clark** 10.6, **Clinton** 2.6, **Darke** 4.0, **Greene** 8.9, **Logan** 3.0, **Mercer** 2.6, **Miami** 6.5, **Montgomery** 43.1, **Preble** 2.8, **Shelby** 3.0. **Tot. Hslds.: 515,200.**

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DENVER, COLO.— Adams 10.2, **Arapahoe** 14.9, **Boulder** 8.3, **Chaffee** 0.5, **Clear Creek** 0.3, **Denver** 22.8, **Douglas** 1.3, **Eagle** 0.7, **Elbert** 0.3, **Garfield** 1.0, **Gilpin** 0.1, **Grand** 0.4, **Gunnison** 0.4, **Hinsdale** 0.0, **Jackson** 0.1, **Jefferson** 16.0, **Kit Carson** 0.3, **Lake** 0.3, **Larimer** 6.8, **Lincoln** 0.2, **Moffat** 0.5, **Morgan** 0.8, **Park** 0.3, **Phillips** 0.2, **Pitkin** 0.5, **Prowers** 0.5, **Rio Blanco** 0.2, **Routt** 0.6, **Sedgwick** 0.1, **Summit** 0.5, **Teller** 0.4, **Washington** 0.2, **Weld** 5.0, **Yuma** 0.4; **NEB.: Box Butte** 0.5, **Cheyenne** 0.4, **Dawes** 0.3, **Deuel** 0.1, **Kimball** 0.2; **WYO.: Albany** 1.2, **Campbell** 1.2, **Carbon** 0.7, **Platte** 0.4. **Tot. Hslds.: 1,019,600.**

DES MOINES, IOWA— Adair 1.0, **Appanoose** 1.6, **Audubon** 0.8, **Boone** 2.6, **Calhoun** 1.3, **Carroll** 2.2, **Clarke** 0.9, **Dallas** 3.2, **Decatur** 0.9, **Franklin** 1.4, **Greene** 1.2, **Guthrie** 1.2, **Hamilton** 1.8, **Hardin** 2.2, **Humboldt** 1.3, **Jasper** 3.7, **Lucas** 1.1, **Madison** 1.2, **Mahaska** 2.4, **Marion** 2.9, **Marshall** 4.2, **Monroe** 0.9, **Polk** 33.9, **Poweshiek** 1.9, **Ringgold** 0.6, **Story** 6.8, **Union** 1.4, **Wapello** 4.2, **Warren** 3.5, **Wayne** 0.9, **Webster** 4.5, **Wright** 1.7, **MO.: Mercer** 0.4. **Tot. Hslds.: 377,900.**

DETROIT, MICH.— Lapeer 1.4, **Livingston** 2.1, **Macomb** 14.5, **Monroe** 2.7, **Oakland** 22.3, **St. Clair** 2.9, **Sanilac** 0.9, **Washtenaw** 5.8, **Wayne** 47.5. **Tot. Hslds.: 1,704,300.**

DOTHAN, ALA.— Coffee 13.9, **Dale** 15.3, **Geneva** 8.6, **Henry** 5.4, **Houston** 29.2, **FLA.: Holmes** 5.8, **Jackson** 14.1, **GA.: Early** 4.5, **Seminole** 3.2. **Tot. Hslds.: 104,400.**

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.3, **MINN.: Aitkin** 3.1, **Carlton** 6.0, **Cook** 1.0, **Itasca** 9.4, **Koochiching** 3.5, **Lake** 2.5, **St. Louis** 46.0; **WISC.: Ashland** 3.7, **Bayfield** 3.2, **Douglas** 9.4, **Iron** 1.6, **Sawyer** 3.1, **Washburn** 3.2. **Tot. Hslds.: 173,600.**

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 48.6, **CALIF.: Imperial** 51.4. **Tot. Hslds.: 63,200.**

EL PASO, TEX.— N.M.: Dona Ana 19.0, **Luna** 2.9, **TEX.: Culberson** 0.5, **El Paso** 77.2, **Hudspeth** 0.4. **Tot. Hslds.: 214,800.**

ELMIRA, N.Y.— Chemung 39.9, **Steuben** 43.0, **PA.: Tioga** 17.1. **Tot. Hslds.: 86,000.**

ERIE, PA.— Crawford 21.2, **Erie** 67.3, **Warren** 11.5. **Tot. Hslds.: 152,700.**

EUGENE, ORE.— Coos 14.3, **Douglas** 21.7, **Lane** 64.0. **Tot. Hslds.: 162,900.**

EUREKA, CALIF.— Del Norte 14.1, **Humboldt** 85.9. **Tot. Hslds.: 53,100.**

EVANSVILLE, IND.— ILL.: Edwards 1.4, **Wabash** 2.1, **Wayne** 2.9, **White** 2.8; **IND.: Dubois** 4.8, **Gibson** 4.9, **Perry** 2.5, **Pike** 2.0, **Posey** 3.6, **Spencer** 2.6, **Vanderburgh** 25.0, **Warrick** 6.1, **KY.: Daviess** 12.3, **Hancock** 1.1, **Henderson** 6.1, **Hopkins** 6.7, **McLean** 1.3, **Muhlenberg** 4.4, **Ohio** 3.1, **Union** 2.2, **Webster** 2.1. **Tot. Hslds.: 264,300.**

FARGO, N.D.— MINN.: Becker 5.0, **Clay** 7.9, **Clearwater** 1.5, **Kittson** 1.1, **Lake of the Woods** 0.7, **Mahnomen** 0.8, **Marshall** 2.1, **Norman** 1.5, **Otter Tail** 9.2, **Pennington** 2.6, **Polk** 5.8, **Red Lake** 0.8, **Roseau** 2.2, **Wilkin** 1.3, **N.D.: Barnes** 2.3, **Benson** 1.2, **Cass** 17.6, **Cavalier** 1.2, **Dickey** 1.2, **Eddy** 0.6, **Foster** 0.7, **Grand Forks** 11.1, **Griggs** 0.6, **La Moure** 1.1, **Nelson** 0.9, **Pembina** 1.7, **Ramsey** 2.3, **Ransom** 1.1, **Richland** 3.2, **Sargent** 0.9, **Steele** 0.5, **Stutsman** 4.3, **Towner** 0.7, **Traill** 1.6, **Walsh** 2.6. **Tot. Hslds.: 216,000.**

FLAGSTAFF, ARIZ.— Coconino 100.0. **Tot. Hslds.: 29,000.**

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, **Bay** 9.5, **Clare** 2.4, **Genesee** 36.8, **Gladwin** 2.0, **Gratiot** 3.2, **Huron** 3.1, **Iosco** 2.6, **Isabella** 4.0, **Midland** 6.1, **Ogemaw** 1.6, **Saginaw** 17.6, **Shiawassee** 5.5, **Tuscola** 4.4. **Tot. Hslds.: 434,000.**

FLORENCE, S.C.— N.C.: Scotland 7.3, **S.C.: Darlington** 14.4, **Dillon** 6.6, **Florence** 26.4, **Horry** 31.1, **Marion** 7.5, **Marlboro** 6.7. **Tot. Hslds.: 159,200.**

FT. MYERS-NAPLES, FLA.— Charlotte 17.6, **Collier** 23.7, **Glades** 1.2, **Hendry** 3.5, **Lee** 54.0. **Tot. Hslds.: 218,100.**

FT. SMITH, ARK.— Crawford 10.6, **Franklin** 4.2, **Logan** 5.4, **Scott** 2.8, **Sebastian** 27.9, **Washington** 28.4, **OKLA.: Le Flore** 11.9, **Sequoyah** 8.8. **Tot. Hslds.: 140,800.**

FT. WAYNE, IND.— Adams 4.6, **Allen** 47.9, **De Kalb** 5.3, **Huntington** 6.0, **Jay** 3.7, **Noble** 6.0, **Steuben** 4.5, **Wabash** 5.5, **Wells** 4.1, **Whitley** 4.2; **OHIO: Paulding** 3.3, **Van Wert** 5.2. **Tot. Hslds.: 224,500.**

FRESNO-VISALIA, CALIF.— Fresno 50.2, **Kings** 6.6, **Madera** 6.2, **Mariposa** 1.3, **Merced** 13.2, **Tulare** 22.6. **Tot. Hslds.: 420,300.**

GAINESVILLE, FLA.— Alachua 81.6, **Dixie** 3.9, **Gilchrist** 3.0, **Levy** 11.5. **Tot. Hslds.: 82,600.**

GLENDIVE, MONT.— Dawson 87.0, **Prairie** 13.0. **Tot. Hslds.: 5,400.**

GRAND JUNCTION, COLO.— Delta 13.9, **La Plata** 17.7, **Mesa** 50.5, **Montrose** 14.2, **Ouray** 1.0, **San Juan** 0.6, **San Miguel** 2.1. **Tot. Hslds.: 67,100.**

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.1, **Barry** 2.8, **Branch** 2.4, **Calhoun** 8.6, **Ionia** 2.9, **Kalamazoo** 13.5, **Kent** 29.1, **Mecosta** 2.0, **Montcalm** 3.0, **Muskegon** 9.4, **Newaygo** 2.3, **Oceana** 1.4, **Ottawa** 9.6, **St. Joseph** 3.6, **Van Buren** 4.2. **Tot. Hslds.: 590,200.**

GREAT FALLS, MONT.— Blaine 4.0, **Cascade** 45.7, **Chouteau** 3.3, **Fergus** 7.5, **Glacier** 5.5, **Hill** 10.1, **Judith Basin** 1.5, **Liberty** 1.6, **Meagher** 1.2, **Phillips** 3.3, **Pondera** 3.7, **Teton** 3.7, **Toole** 3.4, **Valley** 5.6. **Tot. Hslds.: 67,600.**

GREEN BAY, WISC.— MICH.: Delta 3.7, **Dickinson** 2.8, **Menominee** 2.6, **Schoolcraft** 0.8, **WISC.: Brown** 18.5, **Calumet** 3.1, **Door** 2.8, **Fond du Lac** 8.6, **Green Lake** 2.0, **Kewaunee** 1.8, **Manitowoc** 8.1, **Marinette** 4.2, **Menominee** 0.2, **Oconto** 3.1, **Outagamie** 13.0, **Shawano** 3.8, **Waupaca** 4.4, **Waushara** 2.2, **Winnebago** 14.1. **Tot. Hslds.: 370,400.**

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.8, **Alleghany** 0.8, **Caswell** 1.4, **Davidson** 9.1, **Davie** 2.0, **Forsyth** 20.6, **Guilford** 25.2, **Montgomery** 1.7, **Randolph** 7.5, **Rockingham** 6.5, **Stokes** 2.6, **Surry** 4.7, **Wilkes** 4.6, **Yadkin** 2.2, **VA.: Galax city** 0.6, **Grayson** 1.3, **Patrick** 1.3. **Tot. Hslds.: 500,700.**

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 6.9, **Bertie** 3.2, **Carteret** 8.4, **Craven** 12.3, **Duplin** 6.5, **Edgecombe** 8.7, **Greene** 2.3, **Hyde** 0.9, **Jones** 1.4, **Lenoir** 9.5, **Martin** 4.0, **Onslow** 15.5, **Pamlico** 1.7, **Pitt** 15.8, **Tyrrell** 0.6, **Washington** 2.2. **Tot. Hslds.: 232,800.**

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.1, **Franklin** 1.0, **Hart** 1.1, **Stephens** 1.3, **N.C.: Buncombe** 11.0, **Haywood** 3.1, **Henderson** 4.6, **Jackson** 1.5, **McDowell** 2.2, **Macon** 1.5, **Madison** 1.0, **Mitchell** 0.9, **Polk** 0.9, **Rutherford** 3.5, **Swain** 0.7, **Transylvania** 1.6, **Yancey** 0.9, **S.C.: Abbeville** 1.4, **Anderson** 8.9, **Cherokee** 2.5, **Greenville** 19.2, **Greenwood** 3.7, **Laurens** 3.0, **Oconee** 3.4, **Pickens** 5.0, **Spartanburg** 13.2, **Union** 1.8. **Tot. Hslds.: 615,200.**

GREENWOOD-GREENVILLE, MISS.— Bolivar 17.3, **Carroll** 4.1, **Grenada** 8.9, **Humphreys** 5.4, **Leflore** 16.4, **Sunflower** 12.8, **Tallahatchie** 6.5, **Washington** 28.5. **Tot. Hslds.: 82,800.**

HAGERSTOWN, MD.— Washington 100.0. **Tot. Hslds.: 41,100.**

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.7, **Cumberland** 13.2, **Dauphin** 17.8, **Juniata** 1.4, **Lancaster** 26.2, **Lebanon** 7.7, **Mifflin** 3.3, **Perry** 2.7, **York** 23.0. **Tot. Hslds.: 538,000.**

HARRISONBURG, VA.— Harrisonburg city 26.7, **Rockingham** 54.0, **W.VA.: Grant** 10.6, **Pendleton** 8.8. **Tot. Hslds.: 34,100.**

HARTFORD-NEW HAVEN, CONN.— Hartford 35.7, **Litchfield** 7.0, **Middlesex** 5.9, **New Haven** 32.5, **New London** 10.2, **Tolland** 4.7, **Windham** 4.0. **Tot. Hslds.: 874,200.**

HELENA, MONT.— Lewis and Clark 100.0. **Tot. Hslds.: 19,200.**

HOUSTON, TEX.— Austin 0.5, **Brazoria** 4.6, **Calhoun** 0.5, **Chambers** 0.5, **Colorado** 0.5, **Fort Bend** 4.4, **Galveston** 5.5, **Grimes** 0.4, **Harris** 71.2, **Jackson** 0.3, **Liberty** 1.4, **Matagorda** 1.1, **Montgomery** 4.1, **Polk** 0.8, **San Jacinto** 0.4, **Trinity** 0.3, **Walker** 1.1, **Waller** 0.5, **Washington** 0.6, **Wharton** 1.1. **Tot. Hslds.: 1,445,400.**

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 7.7, **De Kalb** 7.7, **Franklin** 4.1, **Lauderdale** 11.7, **Lawrence** 4.0, **Limestone** 6.5, **Madison** 30.9, **Marshall** 10.1, **Morgan** 13.4, **TENN.: Lincoln** 3.8. **Tot. Hslds.: 271,900.**

IDAHO FALLS-POCATELLO, IDA.— Bannock 23.8, **Bingham** 11.6, **Bonneville** 22.7, **Butte** 1.0, **Cassia** 6.3, **Clark** 0.3, **Custer** 2.0, **Fremont** 3.6, **Jefferson** 4.9, **Lemhi** 2.7, **Madison** 5.5, **Minidoka** 6.6, **Power** 2.6, **Teton** 0.9, **WYO.: Lincoln** 5.5. **Tot. Hslds.: 101,200.**

INDIANAPOLIS, IND.— Bartholomew 2.9, **Benton** 0.4, **Blackford** 0.7, **Boone** 1.7, **Brown** 0.6, **Carroll** 0.9, **Cass** 1.8, **Clinton** 1.4, **Decatur** 1.0, **Delaware** 5.4, **Fountain** 0.8, **Grant** 3.4, **Hamilton** 4.0, **Hancock** 1.9, **Hendricks** 3.0, **Henry** 2.3, **Howard** 3.9, **Jennings** 0.9, **Johnson** 3.5, **Madison** 5.9, **Marion** 36.7, **Miami** 1.7, **Monroe** 4.4, **Montgomery** 1.6, **Morgan** 2.3, **Owen** 0.8, **Putnam** 1.2, **Rush** 0.8, **Shelby** 1.7, **Tipton** 0.8, **Warren** 0.4, **White** 1.1. **Tot. Hslds.: 821,100.**

JACKSON, MISS.— Adams 4.7, **Attala** 2.4, **Claiborne** 1.3, **Copiah** 3.2, **Franklin** 1.1, **Hinds** 33.6, **Holmes** 2.6, **Issaquena** 0.3, **Jefferson** 1.0, **Jefferson Davis** 1.6, **Lawrence** 1.5, **Leake** 2.3, **Lincoln** 3.9, **Madison** 5.9, **Pike** 4.7, **Rankin** 9.7, **Scott** 3.2, **Sharkey** 0.8, **Simpson** 2.9, **Smith** 1.9, **Walthall** 1.6, **Warren** 6.5, **Yazoo** 3.2. **Tot. Hslds.: 290,700.**

JACKSON, TENN.— Carroll 17.3, **Chester** 7.7, **Hardin** 13.7, **Henderson** 14.2, **Madison** 47.1. **Tot. Hslds.: 62,600.**

JACKSONVILLE, FLA.— Baker 1.2, **Bradford** 1.7, **Clay** 6.8, **Columbia** 3.4, **Duval** 56.9, **Hamilton** 0.8, **Nassau** 3.3, **Putnam** 5.3, **St. Johns** 6.5, **Suwannee** 2.2, **Union** 0.5; **GA.: Brantley** 0.8, **Camden** 1.3, **Charlton** 0.6, **Clinch** 0.5, **Glynn** 5.2, **Ware** 3.0. **Tot. Hslds.: 437,100.**

JOHNSTOWN-ALTOONA, PA.— Bedford 6.1, **Blair** 17.9, **Cambria** 22.4, **Cameron** 0.9, **Centre** 13.7, **Clearfield** 10.7, **Elk** 4.8, **Forest** 0.7, **Huntingdon** 5.3, **Jefferson** 6.6, **Somerset** 10.7. **Tot. Hslds.: 285,800.**

JONESBORO, ARK.— Clay 11.3, **Craighead** 34.5, **Greene** 17.7, **Lawrence** 10.4, **Randolph** 9.4, **Sharp** 9.3; **MO.: Ripley** 7.4. **Tot. Hslds.: 68,000.**

JOPLIN-PITTSBURG, MO.— ARK.: Benton 19.5, **KANS.: Allen** 3.5, **Bourbon** 3.7, **Cherokee** 5.1, **Crawford** 8.8, **Labette** 5.5, **Neosho** 4.1, **Wilson** 2.7, **Woodson** 1.0; **MO.: Barton** 2.6, **Jasper** 19.5, **McDonald** 3.3, **Newton** 9.1, **Vernon** 4.3, **OKLA.: Ottawa** 7.4. **Tot. Hslds.: 177,600.**

KANSAS CITY, MO.— KANS.: Anderson 0.5, **Atchison** 0.9, **Brown** 0.7, **Doniphan** 0.5, **Douglas** 3.6, **Franklin** 1.2, **Johnson** 16.5, **Leavenworth** 2.6, **Linn** 0.5, **Miami** 1.2, **Wyandotte** 8.9; **MO.: Andrew** 0.7, **Bates** 0.8, **Caldwell** 0.4, **Carroll** 0.6, **Cass** 2.7, **Clay** 7.6, **Clinton** 0.8, **Daviess** 0.5, **De Kalb** 0.4, **Gentry** 0.4, **Grundy** 0.6, **Henry** 1.1, **Jackson** 34.4, **Johnson** 1.8, **Lafayette** 1.6, **Linn** 0.9, **Livingston** 0.8, **Pettis** 1.9, **Platte** 2.6, **Ray** 1.1, **Saline** 1.3. **Tot. Hslds.: 725,600.**

KNOXVILLE, TENN.— KY.: Bell 2.8, **Harlan** 3.4, **Knox** 2.6, **McCreary** 1.3, **Wayne** 1.5, **Whitley** 3.1, **N.C.: Graham** 0.6, **TENN.: Anderson** 6.4, **Blount** 7.5, **Campbell** 3.2, **Claiborne** 2.2, **Cocke** 2.7, **Cumberland** 2.8, **Fentress** 1.3, **Grainger** 1.5, **Hamblen** 4.9, **Jefferson** 2.9, **Knox** 30.9, **Loudon** 2.8, **Monroe** 2.6, **Morgan** 1.3, **Roane** 4.4, **Scott** 1.7, **Sevier** 4.4, **Union** 1.1. **Tot. Hslds.: 422,400.**

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 4.0, **Winona** 10.2; **WISC.: Buffalo** 3.4, **Chippewa** 11.8, **Eau Claire** 19.8, **Jackson** 4.0, **La Crosse** 22.4, **Monroe** 8.3, **Rusk** 3.7, **Trempealeau** 6.1, **Vernon** 6.3. **Tot. Hslds.: 157,900.**

LAFAYETTE, IND.— Tippecanoe 100.0. **Tot. Hslds.: 42,900.**

LAFAYETTE, LA.— Acadia 10.2, **Allen** 3.8, **Evangeline** 6.2, **Iberia** 11.2, **Jefferson Davis** 5.6, **Lafayette** 31.2, **St. Landry** 15.2, **St. Martin** 7.4, **Vermilion** 9.3. **Tot. Hslds.: 198,000.**

LAKE CHARLES, LA.— Beauregard 14.6, **Calcasieu** 80.9, **Cameron** 4.4. **Tot. Hslds.: 76,600.**

LANSING, MICH.— Clinton 8.6, **Eaton** 15.6, **Hillsdale** 6.8, **Ingham** 45.6, **Jackson** 23.5. **Tot. Hslds.: 218,200.**

LAREDO, TEX.— Webb 92.4, **Zapata** 7.6. **Tot. Hslds.: 34,400.**

LAS VEGAS, NEV.— Clark 98.0, **Lincoln** 0.6, **Nye (southern portion)** 1.4. **Tot. Hslds.: 233,400.**

LAUREL-HATTIESBURG, MISS.— Covington 6.5, **Forrest** 28.6, **Jasper** 6.8, **Jones** 25.6, **Lamar** 10.6, **Marion** 10.3, **Perry** 3.9, **Wayne** 7.6. **Tot. Hslds.: 89,400.**

LEXINGTON, KY.— Anderson 1.4, **Bath** 1.1, **Bourbon** 2.1, **Boyle** 2.9, **Breathitt** 1.6, **Casey** 1.7, **Clark** 3.3, **Clay** 2.3, **Estill** 1.6, **Fayette** 25.0, **Fleming** 1.4, **Franklin** 5.2, **Garrard** 1.2, **Harrison** 1.7, **Jackson** 1.3, **Jessamine** 3.0, **Knott** 1.8, **Laurel** 4.5, **Lee** 0.9, **Leslie** 1.5, **Lincoln** 2.1, **Madison** 5.5, **Menifee** 0.5, **Mercer** 2.2, **Montgomery** 2.3, **Nicholas** 0.8, **Owsley** 0.5, **Perry** 3.6, **Powell** 1.2, **Pulaski** 5.5, **Rockcastle** 1.6, **Rowan** 1.9, **Russell** 1.7, **Scott** 2.4, **Wolfe** 0.7, **Woodford** 2.0. **Tot. Hslds.: 331,100.**

LIMA, OHIO— Allen 100.0. **Tot. Hslds.: 40,800.**

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, **Jewell** 0.8, **Phillips** 1.1, **Republic** 1.1, **Smith** 0.9, **Washington** 1.2, **NEB.: Adams** 4.7, **Boone** 1.0, **Brown** 0.7, **Buffalo** 5.3, **Chase** 0.7, **Clay** 1.2, **Custer** 2.0, **Dawson** 3.4, **Fillmore** 1.2, **Franklin** 0.7, **Frontier** 0.5, **Furnas** 1.0, **Gage** 3.5, **Garfield** 0.4, **Gosper** 0.3, **Greeley** 0.5, **Hall** 7.4, **Hamilton** 1.3, **Harlan** 0.7, **Hayes** 0.2, **Holt** 2.0, **Howard** 0.9, **Jefferson** 1.4, **Kearney** 1.0, **Lancaster** 31.2, **Loup** 0.1, **Merrick** 1.2, **Nance** 0.7, **Nuckolls** 1.0, **Perkins** 0.6, **Phelps** 1.4, **Platte** 4.2, **Polk** 0.9, **Red Willow** 1.9, **Rock** 0.3, **Saline** 1.9, **Sherman** 0.6, **Thayer** 1.1, **Valley** 0.9, **Webster** 0.7, **Wheeler** 0.2, **York** 2.2. **Tot. Hslds.: 258,500.**

LITTLE ROCK, ARK.— Arkansas 1.9, **Bradley** 1.1, **Calhoun** 0.5, **Chicot** 1.3, **Clark** 1.8, **Cleburne** 1.7, **Cleveland** 0.6, **Conway** 1.5, **Dallas** 0.9, **Desha** 1.4, **Drew** 1.4, **Faulkner** 4.1, **Garland** 6.9, **Grant** 1.1, **Hot Spring** 2.3, **Independence** 2.6, **Jackson** 1.7, **Jefferson** 6.7, **Johnson** 1.5, **Lincoln** 0.8, **Lonoke** 2.9, **Monroe** 1.0, **Montgomery** 0.7, **Nevada** 0.8, **Ouachita** 2.7, **Perry** 0.6, **Pike** 0.9, **Polk** 1.4, **Pope** 3.5, **Prairie** 0.8, **Pulaski** 29.1, **Saline** 4.3, **Searcy** 0.8, **Stone** 0.8, **Van Buren** 1.3, **White** 4.2, **Woodruff** 0.8, **Yell** 1.5. **Tot. Hslds.: 459,400.**

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.6, Los Angeles 64.6, Orange 16.4, Riverside (western portion) 5.4, San Bernardino 8.5, Ventura 4.3. Tot. Hslds.: 4,714,000.

LOUISVILLE, KY.— IND.: Clark 6.3, Crawford 0.7, Floyd 4.4, Harrison 2.0, Jackson 2.6, Jefferson 2.0, Lawrence 3.2, Orange 1.4, Scott 1.4, Washington 1.6, KY.: Breckinridge 1.2, Bullitt 2.9, Grayson 1.6, Green 0.8, Hardin 5.2, Henry 0.9, Jefferson 49.9, Larue 0.9, Marion 1.1, Meade 1.5, Nelson 1.9, Oldham 1.9, Shelby 1.7, Spencer 0.4, Taylor 1.6, Trimble 0.4, Washington 0.6. Tot. Hslds.: 517,000.

LUBBOCK, TEX.— Bailey 2.0, Borden 0.2, Cochran 1.2, Crosby 2.0, Dawson 4.0, Dickens 0.9, Floyd 2.3, Garza 1.3, Hale 9.1, Hockley 6.1, Kent 0.3, King 0.1, Lamb 4.5, Lubbock 57.2, Lynn 1.9, Motley 0.6, Terry 3.8, Yoakum 2.5. Tot. Hslds.: 136,900.

MACON, GA.— Baldwin 7.6, Bibb 36.2, Bleckley 2.3, Crawford 1.6, Dodge 3.8, Dooly 2.4, Houston 18.8, Jones 4.3, Laurens 8.8, Peach 4.7, Pulaski 2.0, Twiggs 2.2, Wheeler 1.2, Wilcox 1.7, Wilkinson 2.4. Tot. Hslds.: 156,500.

MADISON, WISC.— Columbia 8.2, Dane 62.5, Green 5.6, Iowa 3.5, Juneau 3.9, Lafayette 2.9, Marquette 2.5, Richland 3.0, Sauk 8.0. Tot. Hslds.: 217,200.

MANKATO, MINN.— IOWA: Emmet 21.2, MINN.: Blue Earth 78.8. Tot. Hslds.: 23,600.

MARQUETTE, MICH.— Alger 5.8, Baraga 5.4, Houghton 23.7, Iron 10.1, Keweenaw 1.3, Marquette 45.0, Ontonagon 6.3, WISC.: Florence 2.5. Tot. Hslds.: 55,600.

MCALLEN-BROWNSVILLE, TEX.— Cameron 38.9, Hidalgo 53.4, Starr 5.0, Willacy 2.7. Tot. Hslds.: 184,400.

MEDFORD, ORE.— CALIF.: Siskiyou 13.2; ORE.: Curry 5.4, Jackson 41.0, Josephine 21.1, Klamath 17.0, Lake 2.3. Tot. Hslds.: 129,900.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.2, Lee 0.9, Mississippi 3.3, Phillips 1.9, Poinsett 1.6, St. Francis 1.7, MISS.: Alcorn 2.2, Benton 0.5, Coahoma 2.1, De Soto 3.6, Lafayette 2.0, Marshall 1.7, Panola 1.7, Quitman 0.7, Tate 1.2, Tippah 1.2, Tunica 0.5, Union 1.5, Yalobusha 0.8, MO.: Pemiscot 1.5, TENN.: Crockett 0.9, Dyer 2.3, Fayette 1.4, Gibson 3.2, Hardeman 1.4, Haywood 1.2, Lauderdale 1.6, McNairy 1.6, Shelby 49.9, Tipton 2.1. Tot. Hslds.: 586,250.

MERIDIAN, MISS.— ALA.: Choctaw 8.6, Sumter 8.0, MISS.: Clarke 9.4, Kemper 5.2, Lauderdale 44.3, Neshoba 13.4, Newton 11.1. Tot. Hslds.: 67,300.

MIAMI, FLA.— Broward 41.3, Dade 56.0, Monroe 2.7. Tot. Hslds.: 1,200,200.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 53.0, Ozaukee 3.5, Racine 8.9, Sheboygan 5.3, Walworth 3.8, Washington 4.3, Waukesha 13.9. Tot. Hslds.: 706,700.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.9, Benton 0.8, Big Stone 0.2, Brown 0.8, Carver 1.1, Chippewa 0.5, Chisago 0.8, Cottonwood 0.4, Crow Wing 1.4, Dakota 6.5, Goodhue 1.2, Hennepin 33.0, Isanti 0.7, Jackson 0.4, Kanabec 0.4, Kandiyohi 1.1, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.7, McLeod 0.9, Martin 0.8, Meeker 0.6, Mille Lacs 0.6, Morrison 0.8, Nicollet 0.8, Pine 0.6, Ramsey 15.0, Redwood 0.5, Renville 0.6, Rice 1.3, Scott 1.4, Sherburne 0.9, Sibley 0.4, Stearns 2.9, Steele 0.9, Stevens 0.3, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.4, Watonwan 0.4, Wright 1.7, Yellow Medicine 0.4, WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,236,000.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.4, Roosevelt 2.6, Sheridan 1.4, Wibaux 0.3, N.D.: Adams 0.9, Billings 0.3, Bottineau 2.2, Bowman 1.1, Burke 1.0, Burleigh 15.9, Divide 0.8, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.0, Hettinger 1.0, Kidder 1.0, Logan 0.8, McHenry 1.9, McIntosh 1.3, McKenzie 1.9, McLean 3.2, Mercer 3.5, Morton 6.7, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.1, Ward 14.8, Wells 1.9, Williams 7.0, S.D.: Campbell 0.6, Corson 1.0, Dewey 1.0, Walworth 1.9. Tot. Hslds.: 145,000.

MISSOULA, MONT.— Flathead 30.3, Granite 1.5, Lake 10.7, Mineral 2.1, Missoula 41.7, Ravalli 13.6. Tot. Hslds.: 75,500.

MOBILE-PENSACOLA, ALA.— Baldwin 7.7, Clarke 2.2, Escambia 2.9, Mobile 31.4, Monroe 1.8, Washington 1.3, FLA.: Escambia 23.3, Okaloosa 11.9, Santa Rosa 5.5, MISS.: George 1.2, Greene 0.8, Jackson 10.0. Tot. Hslds.: 435,800.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.0, Union 10.0, LA.: Caldwell 2.5, Catahoula 2.4, Concordia 4.4, East Carroll 2.0, Franklin 4.6, Jackson 3.7, La Salle 3.5, Lincoln 7.5, Madison 3.1, Morehouse 7.0, Ouachita 27.9, Richland 4.2, Tensas 1.6, Union 4.4, West Carroll 2.6, Winn 3.4. Tot. Hslds.: 184,300.

MONTGOMERY-SELMA, ALA.— Autauga 5.6, Bullock 1.7, Butler 3.5, Conecuh 2.5, Covington 6.6, Crenshaw 2.4, Dallas 8.5, Elmore 7.5, Lowndes 1.8, Macon 3.9, Marengo 3.9, Montgomery 36.3, Perry 2.3, Pike 4.7, Tallapoosa 6.7, Wilcox 2.1. Tot. Hslds.: 218,700.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.9, Butler 0.6, Christian 3.0, Clinton 0.5, Cumberland 0.4, Edmonson 0.5, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.6, Trigg 0.5, TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Cheatham 1.3, Clay 0.5, Coffee 2.3, Davidson 28.7, Decatur 0.7, De Kalb 0.8, Dickson 1.8, Franklin 1.7, Giles 1.4, Henry 1.7, Hickman 0.8, Houston 0.3, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.[illegible], Maury 3.0, Montgomery 4.6, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.8, Robertson 2.1, Rutherford 5.3, Smith 0.8, Stewart 0.5, Sumner 4.9, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.6, Wilson 3.4. Tot. Hslds.: 681,900.

NEW ORLEANS, LA.— Jefferson 27.1, Lafourche 4.5, Orleans 33.8, Plaquemines 1.3, St. Bernard 3.7, St. Charles 2.2, St. James 1.0, St. John the Baptist 2.0, St. Tammany 8.0, Tangipahoa 4.9, Terrebonne 5.2, Washington 2.6, MISS.: Hancock 1.7, Pearl River 2.1. Tot. Hslds.: 643,600.

NEW YORK, N.Y.— CONN.: Fairfield 4.3, N.J.: Bergen 4.6, Essex 4.5, Hudson 3.1, Hunterdon 0.5, Middlesex 3.2, Monmouth 2.9, Morris 2.1, Ocean 2.3, Passaic 2.4, Somerset 1.1, Sussex 0.6, Union 2.7, N.Y.: Bronx 6.5, Dutchess 1.3, Kings 12.8, Nassau 6.4, New York (Manhattan) 10.9, Orange 1.4, Putnam 0.4, Queens 10.8, Richmond 1.8, Rockland 1.2, Suffolk 6.1, Sullivan 0.4, Ulster 0.9, Westchester 4.6, PA.: Pike 0.1. Tot. Hslds.: 6,923,900.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 0.9, Dare 1.4, Gates 0.6, Hertford 1.5, Northampton 1.4, Pasquotank 2.1, Perquimans 0.7; VA.: Accomack 2.1, Chesapeake city 8.2, Franklin city 0.5, Gloucester 1.8, Hampton city 8.1, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Middlesex 0.6, Newport News city 10.5, Norfolk city 17.6, Northampton 1.0, Poquoson city 0.6, Portsmouth city 7.3, Southampton 1.0, Suffolk city 3.2, Surry 0.4, Virginia Beach city 20.3, Williamsburg city 0.6, York 2.4. Tot. Hslds.: 540,600.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.6, Hooker 2.2, Keith 20.0, Lincoln 69.7, Logan 2.2, McPherson 1.1, Thomas 2.2. Tot. Hslds.: 18,500.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.7, TEX.: Andrews 3.6, Brewster 2.0, Crane 1.1, Ector 33.4, Gaines 3.2, Glasscock 0.3, Howard 8.8, Jeff Davis 0.4, Loving 0.1, Martin 1.1, Midland 28.2, Pecos 3.3, Presidio 1.2, Reagan 1.0, Reeves 3.2, Terrell 0.4, Upton 1.1, Ward 3.4, Winkler 2.4. Tot. Hslds.: 148,700.

OKLAHOMA CITY, OKLA.— Alfalfa 0.4, Beckham 1.5, Blaine 0.8, Caddo 2.0, Canadian 4.1, Cleveland 9.6, Custer 2.0, Dewey 0.4, Ellis 0.4, Garfield 4.2, Garvin 1.9, Grady 2.7, Grant 0.4, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 0.9, Kay 3.4, Kingfisher 0.9, Kiowa 0.9, Lincoln 2.0, Logan 1.8, McClain 1.5, Major 0.5, Murray 0.8, Noble 0.8, Okfuskee 0.7, Oklahoma 41.2, Payne 4.1, Pottawatomie 3.9, Roger Mills 0.3, Seminole 1.8, Washita 0.9, Woods 0.7, Woodward 1.3. Tot. Hslds.: 611,800.

OMAHA, NEB.— IOWA: Adams 0.6, Cass 1.9, Crawford 2.0, Fremont 1.1, Harrison 1.7, Mills 1.3, Montgomery 1.6, Page 2.1, Pottawattamie 9.4, Shelby 1.6, Taylor 0.9, MO.: Atchison 0.9, NEB.: Burt 1.0, Butler 1.0, Cass 2.3, Colfax 1.1, Cuming 1.2, Dodge 3.9, Douglas 45.5, Johnson 0.6, Nemaha 0.9, Otoe 1.7, Pawnee 0.4, Richardson 1.3, Sarpy 8.9, Saunders 2.0, Seward 1.6, Washington 1.6. Tot. Hslds.: 352,000.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 19.0, Flagler 1.0, Lake 7.2, Marion 8.9, Orange 28.6, Osceola 4.3, Seminole 11.7, Sumter 1.5, Volusia 18.0. Tot. Hslds.: 763,500.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.3, Jefferson 22.0, Van Buren 11.0, MO.: Adair 31.6, Putnam 7.2, Schuyler 6.9, Sullivan 10.0. Tot. Hslds.: 29,100.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.4, Franklin 5.3, Gallatin 0.9, Hamilton 1.2, Hardin 0.6, Jackson 7.1, Johnson 1.2, Massac 1.8, Pope 0.5, Pulaski 1.0, Saline 3.6, Union 2.3, Williamson 7.4, KY.: Ballard 0.9, Caldwell 1.5, Calloway 3.5, Carlisle 0.6, Crittenden 1.0, Fulton 0.9, Graves 3.9, Hickman 0.6, Livingston 1.1, Lyon 0.7, McCracken 7.2, Marshall 3.1, MO.: Bollinger 1.2, Butler 4.4, Cape Girardeau 6.7, Carter 0.6, Dunklin 3.9, Mississippi 1.6, New Madrid 2.3, Perry 1.8, Reynolds 0.8, Scott 4.4, Stoddard 3.3, Wayne 1.4, TENN.: Lake 0.8, Obion 3.9, Weakley 3.6. Tot. Hslds.: 337,200.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 61,300.

PANAMA CITY, FLA.— Bay 61.4, Calhoun 4.6, Franklin 4.0, Gulf 5.2, Liberty 2.0, Walton 14.3, Washington 8.5. Tot. Hslds.: 74,300.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 35,800.

PEORIA, ILL.— Fulton 7.3, McLean 21.4, Marshall 2.4, Mason 3.3, Peoria 34.9, Putnam 1.1, Stark 1.3, Tazewell 22.7, Woodford 5.5. Tot. Hslds.: 214,000.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.6, N.J.: Atlantic 3.0, Burlington 5.0, Camden 6.7, Cape May 1.5, Cumberland 1.8, Gloucester 2.8, Mercer 4.3, Salem 0.9, Warren 1.2, PA.: Berks 4.7, Bucks 6.8, Chester 4.5, Delaware 7.7, Lehigh 4.2, Monroe 1.2, Montgomery 9.3, Northampton 3.3, Philadelphia 23.9. Tot. Hslds.: 2,655,400.

PHOENIX, ARIZ.— Apache (southern portion) 0.3, Gila 1.6, Graham 0.8, Greenlee 0.4, La Paz 0.6, Maricopa 81.5, Mohave 3.4, Navajo 2.4, Pinal 3.9, Yavapai 4.2, CALIF.: Riverside (eastern portion) 0.8. Tot. Hslds.: 918,600.

PITTSBURGH, PA.— MD.: Garrett 0.8, PA.: Allegheny 45.6, Armstrong 2.5, Beaver 5.9, Butler 4.5, Clarion 1.2, Fayette 5.0, Greene 1.3, Indiana 2.7, Lawrence 3.2, Venango 2.0, Washington 6.7, Westmoreland 12.0, W.VA.: Hancock 1.2, Marion 2.1, Monongalia 2.4, Preston 0.9. Tot. Hslds.: 1,206,800.

PORTLAND, ORE.— Benton 2.9, Clackamas 11.2, Clatsop 1.6, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.6, Lincoln 1.9, Linn 4.1, Marion 9.8, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.1, Wasco 1.0, Washington 12.9, Wheeler 0.1, Yamhill 2.5, WASH.: Clark 9.7, Cowlitz 3.7, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 820,300.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 10.3, Cumberland 24.1, Franklin 3.0, Kennebec 11.7, Knox 3.7, Lincoln 3.0, Oxford 5.2, Sagadahoc 3.3, York 16.4, N.H.: Belknap 4.9, Carroll 3.7, Coos 3.6, Grafton 7.0. Tot. Hslds.: 363,600.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,800.

PROVIDENCE-NEW BEDFORD, R.I.— MASS.: Bristol 33.1, Dukes 0.9, R.I.: Bristol 2.9, Kent 10.7, Newport 5.6, Providence 40.1, Washington 6.6. Tot. Hslds.: 544,200.

QUINCY-HANNIBAL, ILL.— Adams 21.8, Brown 1.7, Cass 4.4, Hancock 7.5, McDonough 10.3, Pike 6.0, Schuyler 2.5, Scott 1.9, IOWA: Lee 13.3, MO.: Clark 2.4, Knox 1.7, Lewis 3.1, Macon 5.1, Marion 8.6, Monroe 2.8, Ralls 2.7, Scotland 1.7, Shelby 2.4. Tot. Hslds.: 124,100.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.7, Durham 10.3, Franklin 1.9, Granville 2.0, Halifax 3.2, Harnett 3.7, Hoke 1.1, Johnston 4.8, Lee 2.5, Moore 3.6, Nash 4.3, Orange 5.2, Person 1.8, Sampson 3.0, Vance 2.2, Wake 22.4, Warren 0.9, Wayne 5.8, Wilson 3.8, VA.: Mecklenburg 1.7. Tot. Hslds.: 617,800.

RAPID CITY, S.D.— MONT.: Carter 0.7, NEB.: Garden 1.2, Grant 0.4, Sheridan 3.5, Sioux 0.8, S.D.: Bennett 1.2, Butte 3.9, Custer 3.2, Fall River 3.9, Haakon 1.2, Harding 0.7, Jackson 1.4, Lawrence 9.3, Meade 9.3, Pennington 34.8, Perkins 2.1, Shannon 3.0, Ziebach 0.7, WYO.: Crook 2.7, Sheridan 12.4, Weston 3.3. Tot. Hslds.: 83,800.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.8, Lassen 4.7, Placer (eastern portion) 2.2, NEV.: Carson City 8.8, Churchill 3.6, Douglas 5.6, Esmeralda 0.2, Humboldt 2.4, Lander 1.1, Lyon 4.0, Mineral 1.5, Nye (northern portion) 1.6, Pershing 0.9, Storey 0.3, Washoe 55.1. Tot. Hslds.: 173,900.

RICHMOND, VA.— Amelia 0.6, Augusta 4.4, Brunswick 1.2, Buckingham 0.9, Caroline 1.5, Charles City 0.5, Chesterfield 13.2, Colonial Heights city 1.4, Cumberland 0.7, Dinwiddie 1.5, Emporia city 0.5, Essex 0.7, Fluvanna 1.0, Goochland 1.0, Greene 0.7, Greensville 0.7, Hanover 4.4, Henrico 18.0, Hopewell city 2.1, King and Queen 0.5, King William 0.8, Lancaster 1.0, Louisa 1.6, Lunenburg 1.0, Madison 0.9, Nelson 1.0, New Kent 0.9, Northumberland 1.0, Nottoway 1.3, Orange 1.7, Petersburg city 3.7, Powhatan 0.9, Prince Edward 1.2, Prince George 1.5, Richmond 0.6, Richmond city 21.0, Staunton city 1.9, Sussex 0.8, Waynesboro city 1.7. Tot. Hslds.: 419,700.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.8, Appomattox 1.3, Bath 0.6, Bedford 3.7, Bedford city 0.7, Botetourt 2.5, Buena Vista city 0.7, Campbell 4.5, Carroll 2.8, Charlotte 1.1, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 5.0, Floyd 1.3, Franklin 3.6, Giles 1.8, Halifax 2.7, Henry 5.9, Highland 0.3, Lexington city 0.6, Lynchburg city 7.3, Martinsville city 2.0, Montgomery 6.4, Pittsylvania 6.6, Pulaski 3.7, Radford city

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

1.1, **Roanoke** 7.2, **Roanoke city** 12.2, **Rockbridge** 1.7, **Salem city** 2.6, **South Boston city** 0.8, **Wythe** 2.7, **W.VA.: Pocahontas** 1.1 **Tot. Hslds.: 350,100.**

ROCHESTER, N.Y.— Livingston 5.7, **Monroe** 76.1, **Ontario** 9.4, **Wayne** 8.8. **Tot. Hslds.: 351,100.**

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.8, **Floyd** 5.0, **Hancock** 3.9, **Howard** 2.8, **Kossuth** 5.6, **Mitchell** 3.1, **Winnebago** 3.6, **Worth** 2.4, **MINN.: Dodge** 3.8, **Faribault** 5.1, **Fillmore** 5.5, **Freeborn** 9.5, **Mower** 10.6, **Olmsted** 25.2 **Tot. Hslds.: 143,900.**

ROCKFORD, ILL.— Boone 5.6, **Ogle** 9.0, **Stephenson** 9.9, **Winnebago** 48.9; **WISC.: Rock** 26.6 **Tot. Hslds.: 194,200.**

ROSWELL, N.M.— Chaves 51.1, **Lea (northern portion)** 48.9 **Tot. Hslds.: 41,300.**

SACRAMENTO-STOCKTON, CALIF.— Amador 1.1, **Calaveras** 1.2, **Colusa** 0.6, **El Dorado (western portion)** 3.1, **Mono** 0.4, **Nevada** 2.9, **Placer (western portion)** 5.4, **Plumas** 0.9, **Sacramento** 38.7, **San Joaquin** 16.6, **Sierra** 0.2, **Solano (eastern portion)** 6.1, **Stanislaus** 11.7, **Sutter** 2.3, **Tuolumne** 1.7, **Yolo** 5.0, **Yuba** 2.1 **Tot. Hslds.: 940,500.**

ST. JOSEPH, MO.— Buchanan 67.4, **Harrison** 8.8, **Holt** 5.6, **Nodaway** 15.9, **Worth** 2.3 **Tot. Hslds.: 47,800.**

ST. LOUIS, MO.— ILL.: Bond 0.6, **Calhoun** 0.2, **Clinton** 1.1, **Fayette** 0.8, **Greene** 0.6, **Jefferson** 1.5, **Jersey** 0.7, **Macoupin** 1.8, **Madison** 8.6, **Marion** 1.6, **Monroe** 0.7, **Montgomery** 1.1, **Perry** 0.8, **Randolph** 1.2, **St. Clair** 8.7, **Washington** 0.5, **MO.: Crawford** 0.7, **Franklin** 2.4, **Gasconade** 0.5, **Iron** 0.4, **Jefferson** 4.9, **Lincoln** 0.8, **Madison** 0.4, **Montgomery** 0.4, **Phelps** 1.1, **Pike** 0.5, **St. Charles** 5.4, **Ste. Genevieve** 0.5, **St. Francois** 1.5, **St. Louis** 33.3, **St. Louis city** 15.7, **Warren** 0.6, **Washington** 0.6 **Tot. Hslds.: 1,091,700.**

SALINAS-MONTEREY, CALIF.— Monterey 53.7, **San Benito** 5.1, **Santa Cruz** 41.2 **Tot. Hslds.: 206,700.**

SALISBURY, MD.— DEL.: Sussex 46.5, **MD.: Somerset** 7.8, **Wicomico** 29.5, **Worcester** 16.2 **Tot. Hslds.: 87,700.**

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1, **IDA.: Bear Lake** 0.4, **Caribou** 0.5, **Franklin** 0.5, **Oneida** 0.2; **MONT.: Fallon** 0.2, **NEV.: Elko** 1.5, **Eureka** 0.1, **White Pine** 0.5, **UTAH: Beaver** 0.3, **Box Elder** 1.9, **Cache** 3.4, **Carbon** 1.4, **Daggett** 0.0, **Davis** 8.6, **Duchesne** 0.7, **Emery** 0.6, **Garfield** 0.2, **Grand** 0.5, **Iron** 1.1, **Juab** 0.3, **Kane** 0.3, **Millard** 0.7, **Morgan** 0.3, **Piute** 0.1, **Rich** 0.1, **Salt Lake** 39.6, **San Juan** 0.5, **Sanpete** 0.9, **Sevier** 0.9, **Summit** 0.8, **Tooele** 1.5, **Uintah** 1.3, **Utah** 11.6, **Wasatch** 0.5, **Washington** 1.9, **Wayne** 0.1, **Weber** 9.3, **WYO.: Big Horn** 0.8, **Sublette** 0.3, **Sweetwater** 2.8, **Teton** 0.8, **Uinta** 1.3, **Washakie** 0.6 **Tot. Hslds.: 591,700.**

SAN ANGELO, TEX.— Concho 2.3, **Crockett** 3.3, **Irion** 1.0, **Kimble** 3.3, **McCulloch** 7.4, **Menard** 1.9, **Schleicher** 2.1, **Sterling** 0.8, **Sutton** 3.7, **Tom Green** 74.2 **Tot. Hslds.: 48,500.**

SAN ANTONIO, TEX.— Atascosa 1.8, **Bandera** 0.7, **Bexar** 70.7, **Comal** 3.2, **De Witt** 1.3, **Dimmit** 0.6, **Edwards** 0.1, **Frio** 0.8, **Goliad** 0.3, **Gonzales** 1.2, **Guadalupe** 3.7, **Karnes** 0.8, **Kendall** 0.9, **Kerr** 2.7, **Kinney** 0.1, **La Salle** 0.3, **Lavaca** 1.4, **McMullen** 0.1, **Maverick** 1.8, **Medina** 1.6, **Real** 0.2, **Uvalde** 1.4, **Val Verde** 2.3, **Wilson** 1.2, **Zavala** 0.6. **Tot. Hslds.: 544,800.**

SAN DIEGO, CALIF.— San Diego 100.0 **Tot. Hslds.: 808,800.**

SAN FRANCISCO, CALIF.— Alameda 21.9, **Contra Costa** 12.6, **Lake** 1.0, **Marin** 4.3, **Mendocino** 1.3, **Napa** 1.9, **San Francisco** 15.2, **San Mateo** 11.1, **Santa Clara** 22.6, **Solano (western portion)** 1.8, **Sonoma** 6.3 **Tot. Hslds.: 2,183,800.**

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.2, **Santa Barbara** 63.8 **Tot. Hslds.: 200,100.**

SAVANNAH, GA.— Appling 2.6, **Bacon** 1.6, **Bryan** 2.0, **Bulloch** 5.7, **Candler** 1.2, **Chatham** 36.4, **Effingham** 3.6, **Evans** 1.4, **Jeff Davis** 2.0, **Liberty** 5.7, **Long** 0.8, **McIntosh** 1.3, **Montgomery** 1.1, **Pierce** 2.0, **Scraven** 2.5, **Tattnall** 2.9, **Toombs** 4.1, **Treutlen** 1.0, **Wayne** 3.3, **S.C.: Beaufort** 13.0, **Hampton** 3.1, **Jasper** 2.5 **Tot. Hslds.: 216,100.**

SEATTLE-TACOMA, WASH.— Chelan 1.6, **Clallam** 1.7, **Grays Harbor** 2.0, **Island** 1.5, **Jefferson** 0.6, **King** 44.9, **Kitsap** 5.1, **Kittitas (western portion)** 0.2, **Lewis** 1.8, **Mason** 1.1, **Pacific** 0.6, **Pierce** 16.3, **San Juan** 0.3, **Skagit** 2.2, **Snohomish** 11.7, **Thurston** 4.6, **Whatcom** 3.6 **Tot. Hslds.: 1,246,100.**

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.4, **Hempstead** 2.1, **Howard** 1.2, **Lafayette** 0.9, **Little River** 1.2, **Miller** 3.4, **Sevier** 1.3, **LA.: Bienville** 1.5, **Bossier** 7.8, **Caddo** 25.4, **Claiborne** 1.6, **De Soto** 2.4, **Natchitoches** 3.5, **Red River** 0.9, **Sabine** 2.6, **Webster** 4.1, **OKLA.: McCurtain** 3.2, **TEX.: Bowie** 7.5, **Camp** 1.0, **Cass** 2.8, **Franklin** 0.8, **Harrison** 4.9, **Marion** 1.0, **Morris** 1.3, **Panola** 2.1, **Red River** 1.5, **Rusk** 4.1, **Shelby** 2.3, **Titus** 2.2, **Upshur** 2.9 **Tot. Hslds.: 408,900.**

SIOUX CITY, IOWA— Buena Vista 4.6, **Cherokee** 3.5, **Clay** 4.6, **Dickinson** 3.7, **Ida** 2.0, **Monona** 2.6, **O'Brien** 3.7, **Osceola** 1.9, **Palo Alto** 2.7, **Plymouth** 5.3, **Pocahontas** 2.4, **Sac** 3.2, **Sioux** 6.3, **Woodbury** 22.3, **NEB.: Antelope** 1.9, **Cedar** 2.3, **Dakota** 3.9, **Dixon** 1.6, **Knox** 2.3, **Madison** 7.4, **Pierce** 1.8, **Stanton** 1.4, **Thurston** 1.4, **Wayne** 2.0, **S.D.: Clay** 2.8, **Union** 2.4 **Tot. Hslds.: 171,100.**

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.1, **MINN.: Lincoln** 1.3, **Murray** 1.8, **Nobles** 3.5, **Pipestone** 2.0, **Rock** 1.8, **NEB.: Boyd** 0.6, **Cherry** 1.2, **Keya Paha** 0.2, **S.D.: Aurora** 0.5, **Beadle** 3.3, **Bon Homme** 1.4, **Brookings** 4.0, **Brown** 6.5, **Brule** 0.9, **Buffalo** 0.2, **Charles Mix** 1.5, **Clark** 0.9, **Codington** 3.9, **Davison** 3.1, **Day** 1.4, **Deuel** 0.9, **Douglas** 0.6, **Edmunds** 0.8, **Faulk** 0.5, **Grant** 1.5, **Gregory** 1.0, **Hamlin** 0.9, **Hand** 0.8, **Hanson** 0.5, **Hughes** 2.8, **Hutchinson** 1.5, **Hyde** 0.4, **Jerauld** 0.5, **Jones** 0.3, **Kingsbury** 1.2, **Lake** 1.9, **Lincoln** 2.4, **Lyman** 0.6, **McCook** 1.1, **McPherson** 0.7, **Marshall** 0.9, **Mellette** 0.3, **Miner** 0.6, **Minnehaha** 22.2, **Moody** 1.1, **Potter** 0.6, **Roberts** 1.7, **Sanborn** 0.5, **Spink** 1.5, **Stanley** 0.4, **Sully** 0.3, **Todd** 0.9, **Tripp** 1.2, **Turner** 1.6, **Yankton** 3.2 **Tot. Hslds.: 218,900.**

SOUTH BEND-ELKHART, IND.— Elkhart 18.3, **Fulton** 2.6, **Kosciusko** 8.1, **La Grange** 3.1, **Marshall** 5.2, **Pulaski** 1.8, **St. Joseph** 30.8, **Starke** 2.7, **MICH.: Berrien** 21.1, **Cass** 6.3 **Tot. Hslds.: 289,500.**

SPOKANE, WASH.— IDA.: Benewah 0.9, **Bonner** 3.2, **Boundary** 0.8, **Clearwater** 1.1, **Idaho** 1.6, **Kootenai** 7.8, **Latah** 3.3, **Lewis** 0.4, **Nez Perce** 3.9, **Shoshone** 1.9, **MONT.: Lincoln** 2.0, **Sanders** 1.2, **ORE.: Wallowa** 0.9; **WASH.: Adams** 1.6, **Asotin** 2.2, **Columbia** 0.5, **Douglas** 2.9, **Ferry** 0.6, **Garfield** 0.3, **Grant** 6.0, **Lincoln** 1.2, **Okanogan** 3.9, **Pend Oreille** 1.0, **Spokane** 43.0, **Stevens** 3.3, **Whitman** 4.6 **Tot. Hslds.: 327,600.**

SPRINGFIELD, MASS.— Hampden 77.4, **Hampshire** 22.6 **Tot. Hslds.: 216,000.**

SPRINGFIELD, MO.— ARK.: Baxter 4.6, **Boone** 3.8, **Carroll** 2.6, **Fulton** 1.5, **Izard** 1.5, **Madison** 1.6, **Marion** 1.7, **Newton** 1.0, **MO.: Barry** 3.4, **Benton** 1.8, **Camden** 3.3, **Cedar** 1.7, **Christian** 3.3, **Dade** 1.0, **Dallas** 1.7, **Dent** 1.9, **Douglas** 1.6, **Greene** 25.9, **Hickory** 1.0, **Howell** 3.9, **Laclede** 3.4, **Lawrence** 3.9, **Oregon** 1.3, **Ozark** 1.1, **Polk** 2.5, **Pulaski** 3.7, **St. Clair** 1.1, **Shannon** 1.0, **Stone** 2.5, **Taney** 3.4, **Texas** 2.8, **Webster** 2.6, **Wright** 2.1 **Tot. Hslds.: 296,500.**

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.2, **Christian** 4.2, **Coles** 5.8, **De Witt** 2.2, **Douglas** 2.2, **Effingham** 3.6, **Ford** 1.7, **Logan** 3.3, **Macon** 14.4, **Menard** 1.4, **Morgan** 4.3, **Moultrie** 1.6, **Piatt** 1.9, **Sangamon** 21.9, **Shelby** 2.7, **Vermilion** 10.6 **Tot. Hslds.: 338,600.**

SYRACUSE, N.Y.— Cayuga 7.7, **Cortland** 4.5, **Madison** 6.0, **Oneida (western portion)** 8.5, **Onondaga** 46.6, **Oswego** 10.9, **Schuyler** 1.7, **Seneca** 3.3, **Tompkins** 8.5, **Yates** 2.3 **Tot. Hslds.: 371,200.**

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 8.4, **Jefferson** 2.3, **Lafayette** 0.9, **Leon** 40.0, **Madison** 3.1, **Taylor** 4.0, **Wakulla** 2.9, **GA.: Brooks** 3.1, **Decatur** 5.5, **Echols** 0.5, **Grady** 4.6, **Lowndes** 15.3, **Miller** 1.6, **Thomas** 8.0 **Tot. Hslds.: 166,400.**

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.0, **De Soto** 0.6, **Hardee** 0.6, **Hernando** 2.6, **Highlands** 2.1, **Hillsborough** 24.5, **Manatee** 6.3, **Pasco** 8.6, **Pinellas** 30.7, **Polk** 11.5, **Sarasota** 9.4 **Tot. Hslds.: 1,214,500.**

TERRE HAUTE, IND.— ILL.: Clark 4.1, **Clay** 3.7, **Crawford** 5.0, **Cumberland** 2.7, **Edgar** 5.1, **Jasper** 2.6, **Lawrence** 4.1, **Richland** 4.3, **IND.: Clay** 5.7, **Daviess** 6.3, **Greene** 7.4, **Knox** 9.7, **Martin** 2.4, **Parke** 3.6, **Sullivan** 4.9, **Vermillion** 4.3, **Vigo** 24.1 **Tot. Hslds.: 164,600.**

TOLEDO, OHIO— MICH.: Lenawee 7.7, **OHIO: Defiance** 3.5, **Fulton** 3.5, **Hancock** 6.1, **Henry** 2.5, **Lucas** 44.0, **Ottawa** 3.8, **Putnam** 2.7, **Sandusky** 5.8, **Seneca** 5.4, **Williams** 3.4, **Wood** 9.5, **Wyandot** 2.0 **Tot. Hslds.: 404,200.**

TOPEKA, KANS.— Clay 2.5, **Coffey** 2.4, **Geary** 7.0, **Jackson** 2.9, **Jefferson** 3.7, **Lyon** 9.2, **Marshall** 3.4, **Morris** 1.7, **Nemaha** 2.8, **Osage** 3.9, **Pottawatomie** 3.9, **Riley** 13.5, **Shawnee** 41.5, **Wabaunsee** 1.6 **Tot. Hslds.: 152,200.**

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, **Benzie** 2.8, **Charlevoix** 5.0, **Cheboygan** 5.1, **Chippewa** 6.3, **Crawford** 2.3, **Emmet** 5.8, **Grand Traverse** 14.0, **Kalkaska** 3.0, **Lake** 2.3, **Leelanau** 3.7, **Luce** 1.3, **Mackinac** 2.3, **Manistee** 5.9, **Mason** 6.6, **Missaukee** 2.4, **Montmorency** 2.0, **Osceola** 4.7, **Oscoda** 1.8, **Otsego** 3.6, **Presque Isle** 3.4, **Roscommon** 5.1, **Wexford** 6.4 **Tot. Hslds.: 158,200.**

TUCSON, ARIZ.— Cochise 12.2, **Pima** 84.4, **Santa Cruz** 2.7, **N.M.: Hidalgo** 0.7 **Tot. Hslds.: 290,100.**

TULSA, OKLA.— KANS.: Chautauqua 0.5, **Montgomery** 3.6, **OKLA.: Adair** 1.5, **Cherokee** 2.7, **Craig** 1.2, **Creek** 5.7, **Delaware** 2.4, **Haskell** 1.0, **Latimer** 0.8, **McIntosh** 1.5, **Mayes** 2.9, **Muskogee** 5.9, **Nowata** 1.0, **Okmulgee** 3.3, **Osage** 3.5, **Pawnee** 1.5, **Pittsburg** 3.7, **Rogers** 4.4, **Tulsa** 44.9, **Wagoner** 3.9, **Washington** 4.1 **Tot. Hslds.: 459,400.**

TUSCALOOSA, ALA.— Tuscaloosa 100.0 **Tot. Hslds.: 52,400.**

TWIN FALLS, IDA.— Gooding 14.3, **Jerome** 17.9, **Lincoln** 3.9, **Twin Falls** 63.8 **Tot. Hslds.: 30,700.**

TYLER-LONGVIEW, TEX.— Angelina 14.5, **Cherokee** 9.0, **Gregg** 24.7, **Houston** 5.1, **Nacogdoches** 11.1, **San Augustine** 1.9, **Smith** 33.6 **Tot. Hslds.: 169,800.**

UTICA, N.Y.— Herkimer 23.3, **Oneida (eastern portion)** 56.1, **Otsego** 20.6 **Tot. Hslds.: 106,300.**

VICTORIA, TEX.— Victoria 100.0 **Tot. Hslds.: 26,700.**

WACO-TEMPLE, TEX.— Bell 24.9, **Brazos** 18.1, **Burleson** 2.1, **Coryell** 7.0, **Falls** 3.0, **Lampasas** 2.2, **Leon** 2.2, **Limestone** 3.5, **McLennan** 28.5, **Madison** 1.5, **Milam** 3.7, **Mills** 0.8, **Robertson** 2.5 **Tot. Hslds.: 244,000.**

WASHINGTON, D.C.— District of Columbia 16.0, **MD.: Allegany** 1.8, **Calvert** 0.9, **Charles** 1.7, **Frederick** 2.9, **Montgomery** 15.5, **Prince George's** 15.2, **St. Mary's** 1.4, **PA.: Franklin** 2.8, **Fulton** 0.3, **VA.: Alexandria city** 3.5, **Arlington** 4.7, **Clarke** 0.2, **Culpeper** 0.5, **Fairfax** 15.9, **Fairfax city** 0.5, **Falls Church city** 0.3, **Fauquier** 0.9, **Frederick** 0.8, **Fredericksburg city** 0.5, **King George** 0.3, **Loudoun** 1.5, **Manassas city** 0.4, **Manassas Park city** 0.1, **Page** 0.5, **Prince William** 3.2, **Rappahannock** 0.2, **Shenandoah** 0.7, **Spotsylvania** 0.8, **Stafford** 1.0, **Warren** 0.6, **Westmoreland** 0.4, **Winchester city** 0.5, **W.VA.: Berkeley** 1.2, **Hampshire** 0.4, **Hardy** 0.2, **Jefferson** 0.8, **Mineral** 0.6, **Morgan** 0.3 **Tot. Hslds.: 1,581,200.**

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.2, **Lewis** 11.0, **St. Lawrence** 47.8 **Tot. Hslds.: 80,300.**

WAUSAU-RHINELANDER, WISC.— Adams 3.2, **Clark** 7.4, **Forest** 2.1, **Langlade** 4.6, **Lincoln** 6.6, **Marathon** 25.4, **Oneida** 7.8, **Portage** 12.6, **Price** 3.9, **Taylor** 4.0, **Vilas** 4.5, **Wood** 17.9 **Tot. Hslds.: 193,400.**

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.— Indian River 7.4, **Martin** 8.0, **Okeechobee** 2.2, **Palm Beach** 72.0, **St. Lucie** 10.4 **Tot. Hslds.: 451,400.**

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 20.0, **Guernsey** 9.8, **Harrison** 4.0, **Jefferson** 20.6, **Monroe** 3.9, **Noble** 2.8, **W.VA.: Brooke** 6.9, **Marshall** 9.6, **Ohio** 14.9, **Tyler** 2.6, **Wetzel** 5.1 **Tot. Hslds.: 156,200.**

WICHITA-HUTCHINSON, KANS.— Barber 0.7, **Barton** 3.0, **Butler** 4.1, **Chase** 0.3, **Cheyenne** 0.4, **Clark** 0.2, **Comanche** 0.2, **Cowley** 3.4, **Decatur** 0.4, **Dickinson** 1.9, **Edwards** 0.4, **Elk** 0.4, **Ellis** 2.5, **Ellsworth** 0.7, **Finney** 2.4, **Ford** 2.3, **Gove** 0.3, **Graham** 0.4, **Grant** 0.6, **Gray** 0.4, **Greeley** 0.2, **Greenwood** 0.8, **Hamilton** 0.3, **Harper** 0.7, **Harvey** 2.7, **Haskell** 0.3, **Hodgeman** 0.2, **Kearny** 0.3, **Kingman** 0.8, **Kiowa** 0.4, **Lane** 0.2, **Lincoln** 0.4, **Logan** 0.3, **McPherson** 2.4, **Marion** 1.2, **Meade** 0.4, **Mitchell** 0.8, **Morton** 0.3, **Ness** 0.4, **Norton** 0.6, **Osborne** 0.5, **Ottawa** 0.5, **Pawnee** 0.7, **Pratt** 1.0, **Rawlins** 0.4, **Reno** 6.0, **Rice** 1.1, **Rooks** 0.6, **Rush** 0.4, **Russell** 0.8, **Saline** 4.6, **Scott** 0.5, **Sedgwick** 35.2, **Seward** 1.6, **Sheridan** 0.3, **Sherman** 0.7, **Stafford** 0.6, **Stanton** 0.2, **Stevens** 0.4, **Sumner** 2.3, **Thomas** 0.7, **Trego** 0.4, **Wallace** 0.2, **Wichita** 0.2 **NEB.: Dundy** 0.3, **Hitchcock** 0.4; **OKLA.: Beaver** 0.7 **Tot. Hslds.: 428,400.**

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.8, **Cotton** 1.8, **Jackson** 6.9, **Jefferson** 2.1, **Stephens** 10.9, **Tillman** 2.7; **TEX.: Archer** 1.9, **Baylor** 1.2, **Clay** 2.6, **Foard** 0.6, **Hardeman** 1.5, **Knox** 1.2, **Montague** 4.6, **Throckmorton** 0.6, **Wichita** 28.7, **Wilbarger** 3.9, **Young** 5.1 **Tot. Hslds.: 159,900.**

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, **Clinton** 2.9, **Columbia** 4.7, **Lackawanna** 17.3, **Luzerne** 26.2, **Lycoming** 9.0, **Montour** 1.2, **Northumberland** 8.2, **Schuylkill** 12.8, **Snyder** 2.5, **Sullivan** 0.5, **Susquehanna** 3.0, **Union** 2.2, **Wayne** 3.0, **Wyoming** 2.1 **Tot. Hslds.: 490,500.**

WILMINGTON, N.C.— Bladen 8.2, **Brunswick** 13.0, **Columbus** 13.8, **New Hanover** 32.6, **Pender** 6.6, **Robeson** 25.8 **Tot. Hslds.: 135,800.**

YAKIMA, WASH.— ORE.: Morrow 1.7, **Umatilla** 13.1, **WASH.: Benton** 22.6, **Franklin** 7.6, **Kittitas (eastern portion)** 4.2, **Walla Walla** 10.5, **Yakima** 40.3 **Tot. Hslds.: 169,700.**

YOUNGSTOWN, OHIO— Columbiana 14.8, **Mahoning** 37.2, **Trumbull** 31.3, **PA.: Mercer** 16.6 **Tot. Hslds.: 279,800.**

ZANESVILLE, OHIO— Muskingum 100.0 **Tot. Hslds.: 31,600.**

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1986												
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
ALABAMA													
ANNISTON	124.6	44.2	23.0	1.2	18.3	10.6	19.2	21.1	22.8	29.0	1,119,937	474,661	.0386
BIRMINGHAM	1,346.0	502.8	340.0	9.1	199.5	115.3	142.4	228.2	255.1	364.1	13,282,008	6,339,945	.4622
DOTHAN	289.6	104.4	66.7	3.5	46.0	26.2	31.1	47.3	55.3	74.4	2,495,044	1,386,683	.0940
HUNTSVILLE-DECATUR-FLORENCE	728.7	271.9	98.9	5.6	107.8	67.9	80.1	119.4	154.1	178.3	7,468,669	3,505,805	.2563
MOBILE-PENSACOLA	1,215.3	435.8	286.3	17.3	195.5	113.7	143.7	207.6	240.7	273.6	12,683,591	6,598,371	.4469
MONTGOMERY-SELMA	616.0	218.7	264.6	6.7	99.2	57.7	69.7	95.3	110.9	163.3	5,377,632	2,689,002	.1954
TUSCALOOSA	144.2	52.4	42.5	1.3	20.9	11.3	24.3	24.8	25.6	33.0	1,318,706	751,802	.0492
ARIZONA													
FLAGSTAFF	90.7	29.0	1.3	9.7	16.2	8.2	16.9	17.7	15.4	12.5	812,033	563,817	.0325
PHOENIX	2,384.2	918.6	66.3	354.1	353.4	200.4	267.0	413.0	447.3	625.5	28,537,171	14,369,387	.9666
TUCSON	745.8	290.1	20.5	193.0	106.8	61.2	91.4	134.6	136.1	192.6	7,892,076	3,951,240	.2741
ARKANSAS													
FT. SMITH	381.2	140.8	9.6	3.3	56.1	33.0	43.8	61.2	72.9	102.8	3,679,001	1,800,725	.1297
JONESBORO	184.6	69.0	3.5	1.2	26.0	15.6	19.8	27.2	34.6	56.2	1,591,060	814,286	.0584
LITTLE ROCK	1,255.8	459.4	237.5	9.7	188.6	107.8	134.1	203.8	234.0	348.4	12,432,361	6,493,936	.4440
CALIFORNIA													
BAKERSFIELD	419.7	149.6	21.4	103.5	68.1	36.3	47.7	74.0	78.6	99.1	5,233,647	2,373,274	.1704
CHICO-REDDING	398.5	155.1	2.8	21.8	52.6	31.6	44.7	67.7	73.7	116.7	4,225,924	2,283,986	.1502
EL CENTRO-YUMA	194.6	63.2	5.0	98.0	34.2	18.9	22.9	30.6	34.5	46.2	1,717,567	1,019,284	.0655
EUREKA	134.2	53.1	.6	5.8	17.9	9.7	17.6	27.6	24.3	32.9	1,524,434	861,173	.0541
FRESNO-VISALIA	1,222.4	420.3	46.6	394.8	197.7	109.6	143.2	215.4	225.5	285.4	13,001,328	6,315,883	.4470
LOS ANGELES	13,023.9	4,714.0	1,183.9	3,551.4	1,840.4	1,061.2	1,531.9	2,457.8	2,621.4	3,108.2	181,040,869	84,176,401	5.8175
PALM SPRINGS	164.8	61.3	7.5	35.3	23.5	13.2	16.4	27.1	29.2	50.1	2,004,549	973,793	.0670
SACRAMENTO-STOCKTON	2,490.3	940.5	120.2	331.8	350.1	205.3	286.4	464.4	485.6	620.3	31,368,392	15,145,412	1.0385
SALINAS-MONTEREY	593.0	206.7	22.3	154.0	82.6	44.8	77.5	121.6	105.7	141.1	7,894,748	3,312,566	.2484
SAN DIEGO	2,217.7	808.8	126.5	374.5	288.9	166.5	326.9	434.5	408.6	526.9	31,678,473	14,346,841	1.0051
SAN FRANCISCO	5,639.3	2,183.8	487.9	779.1	690.0	434.9	621.2	1,139.1	1,199.5	1,406.0	92,901,404	42,427,978	2.8839
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	532.0	200.1	11.4	92.6	61.3	38.7	80.3	100.9	96.0	141.1	7,439,402	3,966,343	.2492
COLORADO													
COLORADO SPRINGS-PUEBLO	592.3	222.9	28.1	93.2	87.6	51.1	79.8	108.8	114.0	131.8	6,450,627	3,362,601	.2247
DENVER	2,581.6	1,019.6	93.3	247.7	368.7	207.6	328.0	567.3	523.7	505.2	35,306,716	18,178,347	1.1738
GRAND JUNCTION	179.4	67.1	.4	14.8	26.3	14.4	20.7	33.8	34.2	44.1	1,913,704	1,272,837	.0729
CONNECTICUT													
HARTFORD-NEW HAVEN	2,383.4	874.2	168.2	87.1	302.9	206.3	270.3	414.3	466.7	664.0	35,940,840	17,097,527	1.1461
DISTRICT OF COLUMBIA													
WASHINGTON	4,277.6	1,581.2	983.3	114.1	579.7	376.5	474.8	849.4	960.1	922.7	69,234,951	30,200,910	2.1268
FLORIDA													
FT. MYERS-NAPLES	517.4	218.1	38.9	27.5	56.0	35.2	39.9	66.5	82.8	225.6	6,411,998	3,563,566	.2225
GAINESVILLE	217.2	82.6	42.3	6.6	27.4	16.0	44.3	43.9	36.2	43.3	2,249,460	1,239,223	.0805
JACKSONVILLE	1,183.1	437.1	273.3	20.4	178.0	104.6	134.6	208.7	230.1	290.6	12,907,660	6,677,379	.4497
MIAMI	3,024.5	1,200.2	482.8	803.8	336.6	217.2	283.6	473.7	585.0	1,061.7	39,454,589	23,319,261	1.3844
ORLANDO-DAYTONA BEACH-MELBOURNE	1,938.1	763.5	254.7	55.8	241.0	158.8	207.0	294.9	366.2	622.9	22,223,122	12,834,081	.7926
PANAMA CITY	196.8	74.3	26.6	2.7	29.1	17.6	20.9	30.6	39.2	53.5	1,690,861	1,013,997	.0651
TALLAHASSEE-THOMASVILLE	466.0	166.4	161.9	6.5	72.8	40.7	66.4	83.7	83.0	104.6	4,475,401	2,341,994	.1609
TAMPA-ST. PETERSBURG	2,908.4	1,214.5	303.0	133.3	322.0	206.2	256.2	406.6	486.7	1,167.8	34,538,999	18,519,486	1.1943

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FLORIDA (cont.)													
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,075.7	451.4	161.9	50.3	118.5	73.4	91.6	153.5	179.0	435.3	15,382,028	8,003,833	.5092
GEORGIA													
ALBANY	391.6	133.0	144.7	4.2	67.5	38.2	42.6	64.5	70.8	94.0	3,334,371	1,964,343	.1282
ATLANTA	3,434.6	1,255.9	775.2	37.1	519.8	301.8	384.4	669.3	731.1	726.4	42,739,161	23,021,727	1.4669
AUGUSTA	623.2	216.5	244.1	9.2	99.3	58.7	73.1	107.5	116.0	147.7	5,941,197	2,780,669	.2076
COLUMBUS	505.7	177.5	197.7	8.8	76.3	46.0	74.6	84.8	88.7	119.4	4,650,897	2,268,973	.1656
MACON	450.7	156.5	165.9	4.5	70.2	42.6	51.6	75.5	87.8	108.4	4,697,520	2,442,915	.1655
SAVANNAH	624.1	216.1	221.6	9.7	99.6	55.7	85.6	107.8	108.7	144.3	6,175,067	3,356,689	.2234
IDAHO													
BOISE	441.4	157.8	1.8	23.7	72.0	37.2	48.6	81.7	83.8	101.6	4,415,348	2,154,941	.1541
IDAHO FALLS-POCATELLO	318.5	101.2	.7	15.1	63.8	28.3	38.9	53.8	54.8	62.6	2,900,958	1,555,641	.1066
TWIN FALLS	88.5	30.7	.0	4.4	14.9	7.2	8.5	14.0	16.0	24.3	823,622	491,728	.0311
ILLINOIS													
CHICAGO	8,644.0	3,109.9	1,727.9	728.3	1,263.0	757.4	971.7	1,543.7	1,705.1	2,134.5	118,332,150	50,832,992	3.7284
PEORIA	575.9	214.0	29.3	5.5	84.4	47.1	74.9	99.6	106.3	145.3	7,587,051	3,007,245	.2357
QUINCY-HANNIBAL	328.2	124.1	6.9	2.3	44.4	26.7	37.5	48.4	56.9	104.5	3,224,728	1,527,942	.1118
ROCKFORD	520.3	194.2	31.7	10.3	78.7	47.6	55.2	88.9	102.5	131.3	6,481,981	2,895,163	.2103
SPRINGFIELD-DECATUR-CHAMPAIGN	891.5	338.6	35.1	8.0	122.0	70.2	125.2	152.3	160.2	234.9	10,646,280	5,092,741	.3552
INDIANA													
EVANSVILLE	710.4	264.3	31.7	3.6	103.4	61.5	76.2	116.4	132.4	198.5	7,730,413	4,173,377	.2727
FT. WAYNE	626.2	224.5	30.3	8.5	99.4	55.9	68.2	108.3	117.4	155.7	6,948,690	3,336,348	.2354
INDIANAPOLIS	2,244.7	821.1	210.7	17.6	334.0	199.0	265.8	391.1	441.2	546.0	26,592,738	14,082,502	.9162
LAFAYETTE	123.0	42.9	2.1	1.5	15.0	8.2	31.2	21.9	19.4	24.1	1,401,031	755,119	.0490
SOUTH BEND-ELKHART	795.0	289.5	62.7	10.8	122.6	70.1	86.7	134.0	148.2	207.8	8,834,374	4,485,479	.3051
TERRE HAUTE	433.2	164.6	7.6	2.1	59.2	35.2	48.3	65.9	76.6	135.5	4,467,184	2,414,262	.1596
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	879.1	325.6	13.5	5.3	126.6	78.0	117.1	148.6	154.2	226.5	9,779,323	4,321,092	.3244
DAVENPORT-ROCK ISLAND-MOLINE	868.8	328.1	24.3	25.5	129.3	76.8	92.1	144.9	162.7	235.1	10,493,861	4,484,316	.3384
DES MOINES	968.8	377.9	17.9	9.0	133.1	78.2	117.0	161.4	174.8	274.9	11,324,991	5,640,312	.3839

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Sources: 1987 Scarborough Market Study
1987 Simmons Market Study

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IOWA (cont.)													
OTTUMWA-KIRKSVILLE	77.0	29.1	.4	.4	9.9	5.6	10.6	12.1	12.8	23.9	681,499	350,768	.0250
SIOUX CITY	452.6	171.1	1.4	2.9	66.4	37.7	51.6	68.5	75.2	137.7	4,452,119	2,312,378	.1583
KANSAS													
TOPEKA	411.2	152.2	27.5	13.8	56.5	30.8	63.1	72.2	69.9	104.8	4,995,188	2,269,738	.1639
WICHITA-HUTCHINSON	1,114.7	428.4	43.7	35.8	158.4	88.8	125.6	185.9	201.2	318.0	14,200,470	6,944,644	.4712
KENTUCKY													
BOWLING GREEN	124.8	45.1	9.3	.9	17.4	10.2	18.2	20.6	23.2	31.4	1,098,036	687,008	.0424
LEXINGTON	921.1	331.1	55.3	7.0	139.3	80.5	115.7	162.6	174.1	220.5	8,810,333	4,560,087	.3170
LOUISVILLE	1,437.4	517.0	146.7	11.3	216.2	127.2	165.6	254.3	275.6	353.6	15,291,783	7,726,541	.5319
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	887.9	337.2	55.7	5.8	119.9	71.1	102.4	134.6	160.5	274.9	8,276,235	4,512,948	.3035
LOUISIANA													
ALEXANDRIA	267.2	89.7	68.0	5.0	43.2	24.5	36.9	43.0	47.8	61.6	2,178,555	,028,540	.0793
BATON ROUGE	771.4	258.5	255.1	13.6	127.5	73.0	106.0	144.6	140.6	151.4	7,842,052	4,046,596	.2769
LAFAYETTE	578.4	198.0	148.5	11.4	97.5	58.8	71.9	94.8	104.9	128.4	5,475,680	3,185,747	.2043
LAKE CHARLES	220.1	76.6	47.4	2.8	36.0	20.6	26.5	37.6	42.2	49.1	2,237,408	1,218,402	.0802
MONROE-EL DORADO	523.1	184.3	176.1	4.7	84.7	48.1	62.7	76.7	90.6	141.7	4,232,166	2,218,973	.1595
NEW ORLEANS	1,798.4	643.6	540.9	59.4	287.8	169.0	214.0	329.2	336.0	398.9	18,647,705	10,490,696	.6738
SHREVEPORT-TEXARKANA	1,124.4	408.9	333.3	18.5	175.7	99.2	114.0	173.6	204.1	320.3	10,955,278	5,358,455	.3848
MAINE													
BANGOR	314.5	113.6	.4	1.0	45.2	28.0	36.5	52.5	58.9	84.2	3,033,988	1,866,106	.1146
PORTLAND-POLAND SPRING	962.9	363.6	2.4	4.5	133.4	83.8	102.9	165.2	179.7	271.3	10,893,407	7,436,651	.4132
PRESQUE ISLE	87.5	29.8	.7	.5	13.7	8.8	10.4	14.6	16.2	21.0	777,035	451,247	.0293
MARYLAND													
BALTIMORE	2,472.9	897.4	598.5	24.4	324.3	221.5	280.0	448.0	505.9	628.4	30,740,363	15,161,906	1.0268
HAGERSTOWN	114.6	41.1	5.0	.7	14.4	9.9	13.2	19.5	22.7	32.1	1,206,409	691,825	.0437
SALISBURY	236.6	87.7	54.9	1.9	30.8	20.5	25.0	37.7	44.7	71.4	2,425,979	1,711,020	.0948
MASSACHUSETTS													
BOSTON	5,521.6	2,060.1	221.3	117.6	699.9	478.4	647.7	987.0	1,051.5	1,521.5	81,995,429	44,249,740	2.7283
SPRINGFIELD	589.8	216.0	35.6	25.6	74.0	50.1	82.0	97.9	103.4	167.8	7,172,438	4,213,284	.2544
MICHIGAN													
ALPENA	41.8	15.6	.0	.1	5.9	4.2	4.2	5.7	8.0	12.6	393,869	184,428	.0137
DETROIT	4,670.2	1,704.3	941.0	84.2	696.2	425.7	533.2	840.0	903.9	1,134.7	60,752,185	30,382,189	2.0204
FLINT-SAGINAW-BAY CITY	1,222.6	434.0	127.4	31.3	194.9	119.7	145.8	205.5	235.2	281.5	13,353,974	7,394,651	.4746
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,667.4	599.2	104.6	34.7	254.0	149.7	208.1	289.1	309.6	402.2	19,845,640	9,238,583	.6575
LANSING	619.9	218.2	37.8	17.4	91.3	53.3	94.1	118.8	115.1	128.1	7,492,297	3,708,409	.2518
MARQUETTE	157.1	55.6	1.5	.8	21.4	12.6	23.5	25.8	25.7	43.1	1,457,079	610,171	.0501
TRAVERSE CITY-CADILLAC	424.3	158.2	2.7	2.6	61.3	39.2	41.0	67.3	77.6	124.8	3,902,132	2,265,198	.1462
MINNESOTA													
ALEXANDRIA	167.4	60.4	.1	.6	24.4	15.4	17.3	23.4	28.9	52.4	1,391,129	815,395	.0534
DULUTH-SUPERIOR	461.1	173.6	1.3	1.5	64.7	39.5	49.8	73.8	79.9	139.3	4,747,765	2,509,050	.1684
MANKATO	64.7	23.6	.2	.4	8.3	5.0	11.8	10.9	9.9	16.7	654,236	461,886	.0257
MINNEAPOLIS-ST. PAUL	3,342.1	1,236.0	57.4	28.9	483.4	296.1	400.8	619.4	635.5	799.7	43,759,337	22,414,376	1.4641
ROCHESTER-MASON CITY-AUSTIN	375.3	143.9	.8	3.6	53.1	33.0	38.2	59.3	68.8	111.0	4,109,125	2,369,019	.1475
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	181.4	64.7	38.5	3.6	28.9	16.4	25.1	31.1	33.6	39.9	1,783,344	1,053,227	.0662

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1986												
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
STATE					Population by Age Group (Thousands)								
S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
MISSISSIPPI (cont.)													
COLUMBUS-TUPELO	446.9	157.3	134.2	3.7	71.5	40.9	52.9	69.1	80.8	116.9	3,423,983	1,894,240	.1330
GREENWOOD-GREENVILLE	256.2	82.8	154.1	3.5	48.3	26.7	29.7	37.2	39.2	64.6	1,662,078	1,113,602	.0716
JACKSON	832.2	290.7	376.0	7.7	139.3	78.1	95.4	136.7	146.4	206.6	7,490,821	3,981,975	.2748
LAUREL-HATTIESBURG	252.4	89.4	73.6	2.4	40.6	22.8	31.3	39.7	44.8	64.6	2,125,308	1,283,909	.0825
MERIDIAN	187.4	67.3	70.1	1.7	30.9	16.7	20.4	28.3	32.0	52.7	1,589,905	825,687	.0587
MISSOURI													
COLUMBIA-JEFFERSON CITY	366.2	129.9	20.4	2.8	48.2	28.7	54.8	64.1	63.6	96.1	3,909,745	1,944,280	.1349
JOPLIN-PITTSBURG	464.3	177.6	4.1	4.0	63.9	37.4	46.7	67.6	83.5	151.8	4,611,558	2,251,355	.1611
KANSAS CITY	1,936.3	725.6	205.9	41.6	274.6	159.2	219.7	341.2	379.1	503.0	24,916,043	12,813,779	.8370
ST. JOSEPH	127.1	47.8	2.8	1.8	16.8	10.1	15.1	18.6	21.4	41.3	1,358,525	792,469	.0495
ST. LOUIS	3,004.0	1,091.7	436.8	27.8	432.1	265.3	319.1	495.6	577.4	823.2	36,917,979	18,571,664	1.2439
SPRINGFIELD	795.0	296.5	8.7	6.5	106.8	63.8	86.2	116.3	145.7	254.1	7,315,611	3,766,752	.2653
MONTANA													
BILLINGS-HARDIN	230.9	88.7	.4	5.3	35.9	19.5	24.7	42.1	44.0	56.4	2,389,602	1,512,878	.0898
BUTTE	130.6	49.6	.1	1.6	17.8	10.6	18.8	23.6	23.3	32.5	1,215,068	698,066	.0451
GLENDIVE	13.9	5.4	.0	.1	2.3	1.2	1.6	2.4	2.5	3.4	139,702	115,994	.0058
GREAT FALLS	178.0	67.6	1.0	2.0	27.3	15.9	19.7	29.8	33.7	45.2	1,739,943	970,493	.0639
HELENA	48.1	19.2	.1	.4	7.2	4.1	5.4	9.6	9.3	10.9	524,610	276,054	.0184
MISSOULA	193.5	75.5	.2	1.9	28.4	16.7	21.9	37.5	37.9	44.7	1,936,864	952,544	.0677
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	674.4	258.5	4.3	8.2	92.7	51.6	84.1	111.2	115.6	198.3	7,464,767	3,681,443	.2549
NORTH PLATTE	49.1	18.5	.1	1.9	7.9	4.1	4.9	8.0	9.2	13.3	549,758	343,935	.0204
OMAHA	935.4	352.0	48.4	14.6	140.1	82.5	101.5	160.7	175.0	245.0	11,565,758	5,544,392	.3840
NEVADA													
LAS VEGAS	577.2	233.4	60.9	44.5	80.9	48.3	66.2	110.4	128.5	125.0	7,140,438	4,383,171	.2563
RENO	428.3	173.9	6.4	23.5	53.5	33.5	47.9	85.6	91.8	103.9	5,514,265	3,256,844	.1940
NEW MEXICO													
ALBUQUERQUE	1,280.8	452.8	16.4	481.3	213.4	122.9	148.3	232.8	245.4	269.5	12,310,476	6,930,162	.4528
ROSWELL	113.7	41.3	4.0	31.6	19.3	10.1	12.2	17.9	20.4	29.2	1,220,647	909,359	.0484
NEW YORK													
ALBANY-SCHENECTADY-TROY	1,303.6	485.7	40.5	13.4	172.8	114.3	143.5	214.1	240.5	385.4	16,537,661	8,269,749	.5524
BINGHAMTON	434.7	158.5	4.3	2.9	60.4	40.2	48.3	67.8	83.1	123.0	5,195,633	2,215,065	.1679
BUFFALO	1,691.1	616.9	126.9	21.8	228.9	150.7	190.1	267.4	312.8	496.3	19,863,102	8,416,603	.6433
ELMIRA	237.9	86.0	5.4	1.6	34.2	22.1	25.0	36.7	44.2	68.7	2,509,762	1,098,279	.0839
NEW YORK	18,483.8	6,923.9	3,203.7	2,398.8	2,381.4	1,572.3	1,839.1	3,121.4	3,832.7	5,266.7	282,769,691	117,227,951	8.6442
ROCHESTER	952.5	351.1	84.4	21.4	130.4	84.6	112.5	169.1	184.9	244.7	13,682,306	5,794,787	.4258
SYRACUSE	1,039.9	371.2	42.7	10.5	142.9	92.8	142.4	174.8	188.5	269.3	13,079,827	5,497,471	.4165
UTICA	296.2	106.3	6.0	2.7	39.8	26.3	35.0	44.3	52.8	90.1	3,291,166	1,450,500	.1090
WATERTOWN-CARTHAGE	236.6	80.3	.5	1.2	36.0	22.8	30.7	35.6	41.7	62.7	2,299,581	1,059,724	.0794
NORTH CAROLINA													
CHARLOTTE	1,854.6	683.5	360.5	14.2	273.0	162.5	202.4	326.0	382.5	457.1	20,304,187	10,895,909	.7148
GREENSBORO-WINSTON SALEM-HIGH POINT	1,324.6	500.7	247.4	9.7	183.2	113.7	144.5	230.6	276.8	343.1	14,937,479	8,070,256	.5238
GREENVILLE-NEW BERN-WASHINGTON	669.2	232.8	227.0	10.9	99.9	56.9	108.1	113.8	118.2	149.8	5,856,905	3,160,397	.2178
RALEIGH-DURHAM	1,713.3	617.8	531.6	23.8	246.6	144.9	240.2	320.2	329.8	381.4	18,210,922	9,633,120	.6419
WILMINGTON	382.7	135.8	102.9	3.9	61.2	35.9	40.9	65.4	73.0	94.7	3,361,531	1,984,710	.1280

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
	S&MM ESTIMATES 1986												
	POPULATION—12/31/86				Population by Age Group (Thousands)						EFFECTIVE BUYING INCOME	RETAIL SALES	
NORTH DAKOTA													
FARGO	599.5	216.0	1.7	4.1	85.7	49.8	80.1	97.3	99.6	167.1	6,376,603	3,350,143	.2244
MINOT-BISMARCK-DICKINSON	414.3	145.0	1.2	2.3	66.6	37.8	47.9	69.4	72.1	104.9	4,540,985	2,510,386	.1613
OHIO													
CINCINNATI	1,959.4	721.3	197.8	11.3	293.5	174.3	225.9	333.8	373.9	495.0	23,140,024	11,101,177	.7746
CLEVELAND	3,818.0	1,427.9	479.1	51.6	543.8	333.7	413.4	647.2	735.1	1,034.2	46,203,384	23,092,544	1.5582
COLUMBUS	1,756.6	661.0	159.1	11.1	258.2	147.9	219.2	321.1	344.3	412.8	20,283,753	10,194,355	.6915
DAYTON	1,370.5	515.2	130.4	9.1	204.1	120.7	149.0	232.1	273.1	349.3	16,444,419	7,550,433	.5417
LIMA	112.8	40.8	11.6	.9	17.5	10.1	12.3	18.7	20.2	30.1	1,268,576	787,180	.0465
TOLEDO	1,101.6	404.2	72.0	36.0	169.8	95.9	132.6	186.9	198.9	281.5	13,029,195	6,910,690	.4498
YOUNGSTOWN	755.3	279.8	64.3	7.6	107.0	64.9	79.3	121.9	141.0	220.0	8,489,581	3,961,815	.2849
ZANESVILLE	84.7	31.6	3.8	.3	12.9	7.7	9.2	13.3	15.8	23.1	796,130	436,484	.0291
OKLAHOMA													
ARDMORE-ADA	197.7	74.7	9.1	2.1	27.8	16.3	19.8	27.8	35.5	64.8	1,670,970	841,885	.0614
OKLAHOMA CITY	1,600.0	611.8	108.4	34.0	232.2	125.5	195.1	275.9	303.0	416.7	18,290,228	11,005,485	.6620
TULSA	1,204.2	459.4	82.0	16.2	177.4	99.6	123.0	204.0	238.0	324.7	13,128,915	6,309,466	.4476
OREGON													
BEND	69.9	26.2	.0	1.3	10.5	5.7	6.8	14.3	13.9	16.4	673,068	364,508	.0245
EUGENE	424.1	162.9	1.6	9.0	61.0	33.7	49.7	84.5	80.7	101.0	4,183,476	2,228,942	.1502
MEDFORD	340.6	129.9	1.1	10.8	49.0	27.9	31.1	59.2	65.8	97.2	3,155,441	1,829,235	.1180
PORTLAND	2,126.1	820.3	37.5	52.8	302.7	168.8	229.4	418.8	408.0	531.7	25,030,215	12,345,340	.8455
PENNSYLVANIA													
ERIE	418.0	152.7	14.8	2.6	61.7	36.7	48.5	67.9	75.2	115.5	4,577,377	2,375,640	.1593
HARRISBURG-YORK-LANCASTER-LEBANON	1,435.5	538.0	57.5	21.1	198.6	121.4	157.3	245.4	281.7	391.5	17,437,703	8,829,640	.5900
JOHNSTOWN-ALTOONA	785.8	285.8	7.6	3.3	108.3	65.7	101.0	123.3	138.6	227.6	7,463,055	3,633,990	.2637
PHILADELPHIA	7,193.7	2,655.4	1,191.1	208.2	951.5	624.1	800.5	1,198.4	1,390.7	2,037.8	94,246,198	47,376,757	3.1349
PITTSBURGH	3,153.1	1,206.8	200.3	16.6	397.6	259.2	352.8	509.6	577.6	977.7	36,844,946	16,636,055	1.2149
WILKES BARRE-SCRANTON	1,294.7	490.5	7.7	5.2	165.1	104.9	130.9	193.4	233.8	434.6	13,049,500	6,690,076	.4614
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,484.7	544.2	41.1	33.2	192.2	126.9	169.3	244.2	269.5	444.9	18,325,269	10,111,345	.6350

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S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1986												
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
SOUTH CAROLINA													
CHARLESTON	617.0	211.2	222.4	9.7	100.1	58.1	86.0	116.8	114.3	120.1	5,599,583	3,301,665	.2117
COLUMBIA	792.3	278.7	301.8	10.6	121.0	72.7	108.2	147.4	148.7	170.0	8,095,188	4,122,737	.2846
FLORENCE	453.2	159.2	167.3	4.7	76.1	43.5	50.2	78.9	85.0	103.7	3,990,577	2,739,883	.1598
GREENVILLE-SPARTANBURG-ASHEVILLE	1,639.5	615.2	255.5	12.5	232.2	139.4	177.5	273.1	331.3	441.8	16,228,452	9,068,475	.5907
SOUTH DAKOTA													
RAPID CITY	231.7	83.8	1.6	3.7	37.6	20.3	28.1	41.0	40.6	54.7	2,492,905	1,302,876	.0874
SIOUX FALLS-MITCHELL	585.6	218.9	.7	1.8	86.2	51.0	64.7	89.8	98.8	175.1	5,956,615	3,275,080	.2146
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	782.5	281.5	14.3	4.4	115.5	67.9	80.9	130.7	162.1	204.3	7,386,816	3,717,769	.2638
CHATTANOOGA	836.5	306.6	78.8	6.3	127.2	72.4	88.1	143.4	172.0	208.5	7,983,183	4,605,651	.2962
JACKSON	167.1	62.6	33.3	1.3	24.2	14.0	18.0	26.8	31.0	48.1	1,513,874	974,937	.0589
KNOXVILLE	1,135.5	422.4	49.9	8.2	164.5	99.1	124.7	193.7	227.2	294.7	10,657,806	6,860,647	.4114
MEMPHIS	1,654.8	586.2	641.9	16.6	265.6	155.5	190.9	279.5	299.6	407.2	15,331,770	9,285,917	.5820
NASHVILLE	1,854.7	681.9	237.1	17.5	264.3	155.8	214.5	319.4	369.2	476.2	19,574,521	9,910,804	.6818
TEXAS													
ABILENE-SWEETWATER	313.6	116.5	15.0	44.9	44.5	24.9	36.1	46.0	54.9	97.0	3,192,225	2,080,123	.1218
AMARILLO	491.6	181.5	18.5	75.5	78.7	41.3	54.1	80.9	92.9	125.4	5,290,252	2,962,906	.1896
AUSTIN	898.4	342.5	88.6	175.1	124.5	69.3	137.3	182.4	159.6	197.8	11,166,724	5,617,984	.3752
BEAUMONT-PORT ARTHUR	473.7	170.0	105.4	16.4	72.6	42.1	51.1	76.4	89.9	125.8	5,468,670	2,755,836	.1866
CORPUS CHRISTI	532.8	174.6	19.3	310.8	93.7	50.5	61.6	91.1	96.0	119.5	5,166,705	3,167,361	.1948
DALLAS-FT. WORTH	4,332.8	1,617.6	598.7	387.4	647.8	362.2	493.6	817.2	887.9	988.2	57,291,881	29,056,200	1.9077
EL PASO	699.8	214.8	24.7	464.3	130.2	69.0	94.3	119.7	128.2	132.1	5,839,488	3,195,845	.2202
HOUSTON	3,999.3	1,445.4	746.0	693.5	639.5	337.9	477.0	839.9	816.3	748.4	52,597,505	25,726,387	1.7342
LAREDO	128.2	34.4	.1	123.3	27.3	14.4	14.3	19.8	21.1	26.1	792,658	1,038,276	.0449
LUBBOCK	394.7	136.9	24.8	116.2	63.5	34.9	57.3	65.1	70.2	88.7	3,793,778	2,190,583	.1406
MCALLEN-BROWNSVILLE	666.9	184.4	1.8	582.1	142.6	73.1	68.7	103.9	109.8	141.2	4,257,552	3,176,889	.1906
ODESSA-MIDLAND	421.2	148.7	21.2	125.3	71.0	37.1	49.0	73.9	80.7	93.1	5,209,629	3,571,895	.1942
SAN ANGELO	134.1	48.5	4.5	36.3	19.3	10.9	16.6	21.6	23.9	37.5	1,483,195	958,607	.0555
SAN ANTONIO	1,624.3	544.8	100.1	843.7	271.4	152.8	186.6	273.7	298.3	384.9	16,266,802	8,823,509	.5857
TYLER-LONGVIEW	471.1	169.8	99.1	19.4	70.2	38.2	56.0	77.4	86.5	127.6	5,119,541	2,932,674	.1840
VICTORIA	78.2	26.7	4.8	27.1	13.3	7.2	9.0	14.2	14.9	16.6	853,912	578,852	.0325
WACO-TEMPLE	696.0	244.0	120.9	76.7	97.9	51.6	136.5	113.0	112.0	166.8	7,057,570	3,624,543	.2491
WICHITA FALLS-LAWTON	444.3	159.9	40.0	27.5	64.1	35.9	60.1	71.7	79.5	117.9	4,549,534	2,558,396	.1649
UTAH													
SALT LAKE CITY	1,878.8	591.7	10.8	80.5	385.5	161.6	238.2	334.9	311.7	343.3	17,568,369	9,340,831	.6390
VERMONT													
BURLINGTON-PLATTSBURGH	636.8	229.2	4.0	5.4	90.9	57.7	81.0	113.6	119.3	155.9	6,515,919	4,003,196	.2430
VIRGINIA													
CHARLOTTESVILLE	102.3	39.2	15.1	.9	11.1	7.4	20.2	20.6	18.3	22.2	1,340,027	849,458	.0481
HARRISONBURG	100.3	34.1	2.4	.8	12.4	7.6	17.5	16.7	18.3	25.1	909,360	555,783	.0346
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,576.2	540.6	484.9	24.9	225.9	134.8	231.8	285.8	302.6	346.6	17,724,510	8,799,500	.6060
RICHMOND	1,185.7	419.7	350.0	10.7	160.7	102.7	131.6	216.1	238.2	304.4	13,898,869	6,845,803	.4697
ROANCKE-LYNCHBURG	997.9	350.1	163.2	6.6	132.0	83.3	123.2	165.5	198.0	271.3	10,461,092	4,895,741	.3564

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WASHINGTON													
SEATTLE-TACOMA	3,160.8	1,246.1	105.4	68.2	426.6	250.0	367.5	620.8	629.7	770.2	42,313,041	19,606,172	1.3681
SPOKANE	868.8	327.6	6.0	20.2	130.9	72.4	102.0	155.4	161.9	217.4	8,798,250	4,239,406	.3050
YAKIMA	463.3	169.7	5.0	44.3	72.1	39.7	51.3	83.3	86.8	113.4	5,062,893	2,452,501	.1729
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	424.3	153.2	29.5	3.2	68.6	36.7	43.2	72.2	74.5	115.8	3,565,743	2,101,656	.1374
CHARLESTON-HUNTINGTON	1,439.6	522.4	32.9	8.7	224.4	125.0	156.7	242.6	272.5	372.6	13,161,752	6,872,644	.4788
CLARKSBURG-WESTON	239.3	89.3	1.7	1.9	34.9	20.3	25.2	37.9	42.5	71.4	1,998,411	1,012,964	.0740
PARKERSBURG	92.9	35.8	.8	.4	13.6	8.1	9.1	15.5	18.7	25.2	967,204	604,685	.0361
WHEELING-STEUBENVILLE	415.6	156.2	10.4	2.0	58.7	34.8	42.8	66.5	75.2	126.0	4,177,976	1,990,904	.1449
WISCONSIN													
GREEN BAY	1,010.2	370.4	1.2	5.7	149.6	96.5	112.3	166.4	181.7	271.5	11,051,756	5,004,154	.3702
LA CROSSE-EAU CLAIRE	436.0	157.9	.6	1.6	61.3	38.1	58.9	70.3	73.6	120.4	4,514,777	2,334,240	.1591
MADISON	557.9	217.2	6.1	4.7	74.5	46.1	77.5	110.0	100.4	133.6	6,764,291	3,678,496	.2344
MILWAUKEE	1,889.7	706.7	170.9	47.9	268.7	169.4	215.5	328.7	357.9	492.1	23,998,086	10,306,765	.7674
WAUSAU-RHINELANDER	449.1	163.4	.6	1.9	66.5	42.5	50.0	70.6	80.4	124.7	4,636,602	2,236,963	.1602
WYOMING													
CASPER-RIVERTON	139.7	51.0	.5	4.7	23.2	11.5	17.0	28.3	26.8	27.1	1,645,846	1,036,944	.0601
CHEYENNE-SCOTTSBLUFF-STERLING	151.0	58.1	2.2	14.8	23.0	12.7	17.7	26.4	28.2	37.7	1,594,573	1,067,198	.0605
TOTAL UNITED STATES ADIs	241,582.4	89,142.3	29,596.2	18,167.0	34,433.4	20,640.5	27,761.2	42,342.8	46,580.9	62,596.2	2,960,146,061	1,464,836,486	99.2738

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

SALES & MARKETING
MANAGEMENT

SECTION F:

Zip Code

Summaries

Zip data defined

This year's collection of zip codes has been selected from a cross-section of some of the nation's fastest-growing counties: Osceola, FL, Nye, NV, Hillsborough, NH, Mercer, ND, Rockwall, TX, Millard, UT, and Uinta, WY. A quick scan of these area's growth rates since 1980 reveals some mighty impressive statistics, especially since the average rate of population growth for the U.S. was only 6.4% during this same period.

The common bond of growth that these zips share is, in some cases, the only thing that makes one of these locations like another, however. For example, in Oasis, UT, and Intercession City, FL, people over age 65 comprise the biggest share of the population, while in Merrimack, NH, and Mountain View, WY, nearly half the residents are between the ages of 18 and 45, contributing to median household incomes far above the national average. In terms of median age, these zips fall equally on either side of the U.S. figure of 32.2 years, ranging from a high of 37.8 in Intercession City to a low of 25.3 in Mountain View, WY.

Figures showing the racial and ethnic mix for these areas also reveal some interesting differences, such as the fact that Hispanics in Pahrump, NV, make up 7.6% of the population, while in Oasis, UT—only 100 miles or so away—there are no Hispanics at all. Blacks, on the other hand, comprise less than 1% of the population in six of the seven zips listed, with Royse City, TX, recording a 9.6% figure in the 1980 Census of Population and Housing.

By far the biggest differences in the data here concern those for retail sales, where some zips—like Intercession City and Royse City—show very little activity, and Oasis, UT, with no stores in any of the nine categories listed—had none at all. The biggest dollar total was recorded by Merrimack, NH, where retail sales amounted to nearly $77 million last year, primarily due to the proliferation of eating and drinking places in this zip code area, some 32 at last count.

VITAL STATISTICS

Zip Code: 82939
Name: Mountain View
State: Wyoming
Metro: Nonmetropolitan
County: Uinta

DEMOGRAPHIC CHARACTERISTICS

Population: 2,363
Total Households: 763
Median Age: 25.3

Population by Age Group:
0-5 - 384 (16.3%)
6-11 - 331 (14.0%)
12-17 - 190 (8.0%)
18-24 - 258 (10.9%)
25-34 - 560 (23.7%)
35-44 - 277 (11.7%)
45-54 - 159 (6.7%)
55-64 - 72 (3.0%)
65 & over - 132 (5.6%)

1980 Percentage Totals for:
Black Population - 0.3%
Black Households - 0.3%
Hispanic Population - 2.9%
Hispanic Households - 2.3%
Families - 79.1%
Owner-occupied Hshlds. - 74.9%
Renter-occupied Hshlds. - 25.1%
Noncollege Graduates - 40.4%
College Graduates - 6.4%

% Population Growth Since 1980: 99.1%

SOCIOECONOMIC CHARACTERISTICS

Total Income: $26,494,000
Median Household Income: $34,144
Total Employment (1985): 342

Number of Hshlds. with Incomes of:
Less than $5,000 - 31 (4.1%)
$5,000-$9,999 - 33 (4.3%)
$10,000-$14,999 - 76 (10.0%)
$15,000-$19,999 - 40 (5.2%)
$20,000-$24,999 - 68 (8.9%)
$25,000-$34,999 - 146 (19.1%)
$35,000-$49,999 - 253 (33.2%)
$50,000-$74,999 - 86 (11.3%)
$75,000 or more - 30 (3.9%)

RETAIL SALES CHARACTERISTICS

Total Retail Sales: $27,732,000
Buying Power Index (BPI): .0012

Retail Store Counts:
Supermarkets - 3
Department Stores - 0
Apparel & Accessory Stores - 0
Eating & Drinking Places - 4
Furniture, Home Furn. & Appliance Stores - 1
Automotive Dealers - 2
Gasoline Service Stations - 1
Building Materials Dealers - 0
Drugstores - 0

VITAL STATISTICS
Zip Code: 33848
Name: Intercession City
State: Florida
Metro: Orlando
County: Osceola

DEMOGRAPHIC CHARACTERISTICS
Population: 1,296
Total Households: 425
Median Age: 37.8

Population by Age Group:
0-5 - 163 (12.6%)
6-11 - 64 (4.9%)
12-17 - 71 (5.5%)
18-24 - 144 (11.1%)
25-34 - 164 (12.7%)
35-44 - 146 (11.3%)
45-54 - 128 (9.9%)
55-64 - 184 (14.2%)
65 & over - 232 (17.9%)

1980 Percentage Totals for:
Black Population - 0%
Black Households - 0%
Hispanic Population - 10.5%
Hispanic Households - 8.2%
Families - 79.8%
Owner-occupied Hshlds. - 65.7%
Renter-occupied Hshlds. - 34.3%
Noncollege Graduates - 55.6%
College Graduates - 6.8%

% Population Growth Since 1980: 120.4%

SOCIOECONOMIC CHARACTERISTICS
Total Income: $7,015,000
Median Household Income: $16,489
Total Employment (1985): 63

Number of Hshlds. with Incomes of:
Less than $5,000 - 50 (11.8%)
$5,000-$9,999 - 77 (18.1%)
$10,000-$14,999 - 73 (17.2%)
$15,000-$19,999 - 42 (9.9%)
$20,000-$24,999 - 46 (10.8%)
$25,000-$34,999 - 62 (14.6%)
$35,000-$49,999 - 44 (10.4%)
$50,000-$74,999 - 20 (4.7%)
$75,000 or more - 11 (2.6%)

RETAIL SALES CHARACTERISTICS
Total Retail Sales: $2,151,000
Buying Power Index (BPI): 0003

Retail Store Counts:
Supermarkets - 1
Department Stores - 0
Apparel & Accessory Stores - 0
Eating & Drinking Places - 0
Furniture, Home Furn. & Appliance Stores - 1
Automotive Dealers - 0
Gasoline Service Stations - 0
Building Materials Dealers - 0
Drugstores - 0

VITAL STATISTICS
Zip Code: 89041
Name: Pahrump
State: Nevada
Metro: Nonmetropolitan
County: Nye

DEMOGRAPHIC CHARACTERISTICS
Population: 6,075
Total Households: 2,226
Median Age: 34.9

Population by Age Group:
0-5 - 458 (7.5%)
6-11 - 640 (10.5%)
12-17 - 625 (10.3%)
18-24 - 456 (7.5%)
25-34 - 863 (14.2%)
35-44 - 891 (14.7%)
45-54 - 593 (9.8%)
55-64 - 899 (14.8%)
65 & over - 650 (10.7%)

1980 Percentage Totals for:
Black Population - 0.9%
Black Households - 0.8%
Hispanic Population - 7.6%
Hispanic Households - 5.9%
Families - 77.3%
Owner-occupied Hshlds. - 82.5%
Renter-occupied Hshlds. - 17.5%
Noncollege Graduates - 55.9%
College Graduates - 4.5%

% Population Growth Since 1980: 81.7%

SOCIOECONOMIC CHARACTERISTICS
Total Income: $62,330,000
Median Household Income: $24,427
Total Employment (1985): 473

Number of Hshlds. with Incomes of:
Less than $5,000 - 139 (6.2%)
$5,000-$9,999 - 298 (13.4%)
$10,000-$14,999 - 309 (13.9%)
$15,000-$19,999 - 228 (10.2%)
$20,000-$24,999 - 157 (7.1%)
$25,000-$34,999 - 330 (14.8%)
$35,000-$49,999 - 555 (24.9%)
$50,000-$74,999 - 133 (6.0%)
$75,000 or more - 77 (3.5%)

RETAIL SALES CHARACTERISTICS
Total Retail Sales: $18,326,000
Buying Power Index (BPI): 0020

Retail Store Counts:
Supermarkets - 4
Department Stores - 0
Apparel & Accessory Stores - 0
Eating & Drinking Places - 8
Furniture, Home Furn. & Appliance Stores - 1
Automotive Dealers - 2
Gasoline Service Stations - 3
Building Materials Dealers - 2
Drugstores - 0

VITAL STATISTICS

Zip Code: 03054
Name: Merrimack
State: New Hampshire
Metro: Manchester-Nashua
County: Hillsborough

DEMOGRAPHIC CHARACTERISTICS

Population: 21,940
Total Households: 6,628
Median Age: 28.6

Population by Age Group:
0-5 - 2,348 (10.7%)
6-11 - 2,794 (12.7%)
12-17 - 2,519 (11.5%)
18-24 - 1,514 (6.9%)
25-34 - 4,891 (22.3%)
35-44 - 4,448 (20.3%)
45-54 - 1,782 (8.1%)
55-64 - 915 (4.2%)
65 & over - 729 (3.3%)

1980 Percentage Totals for:
Black Population - 0.7%
Black Households - 0.6%
Hispanic Population - 0.5%
Hispanic Households - 0.4%
Families - 90.4%
Owner-occupied Hshlds. - 91.8%
Renter-occupied Hshlds. - 8.2%
Noncollege Graduates - 40.7%
College Graduates - 12.7%

% Population Growth Since 1980: 42.1%

SOCIOECONOMIC CHARACTERISTICS

Total Income: $328,578,000
Median Household Income: $36,828
Total Employment (1985): 10,958

Number of Hshlds. with Incomes of:
Less than $5,000 - 49 (0.7%)
$5,000-$9,999 - 171 (2.6%)
$10,000-$14,999 - 323 (4.9%)
$15,000-$19,999 - 443 (6.7%)
$20,000-$24,999 - 624 (9.4%)
$25,000-$34,999 - 1,502 (22.7%)
$35,000-$49,999 - 1,658 (25.0%)
$50,000-$74,999 - 1,143 (17.2%)
$75,000 or more - 715 (10.8%)

RETAIL SALES CHARACTERISTICS

Total Retail Sales: $76,952,000
Buying Power Index (BPI): 0089

Retail Store Counts:
Supermarkets - 6
Department Stores - 0
Apparel & Accessory Stores - 3
Eating & Drinking Places - 32
Furniture, Home Furn. & Appliance Stores - 7
Automotive Dealers - 6
Gasoline Service Stations - 7
Building Materials Dealers - 7
Drugstores - 4

VITAL STATISTICS

Zip Code: 58523
Name: Beulah
State: North Dakota
Metro: Nonmetropolitan
County: Mercer

DEMOGRAPHIC CHARACTERISTICS

Population: 6,047
Total Households: 2,141
Median Age: 31.1

Population by Age Group:
0-5 - 637 (10.5%)
6-11 - 498 (8.2%)
12-17 - 556 (9.2%)
18-24 - 681 (11.3%)
25-34 - 1,062 (17.6%)
35-44 - 873 (14.4%)
45-54 - 597 (9.9%)
55-64 - 432 (7.1%)
65 & over - 711 (11.8%)

1980 Percentage Totals for:
Black Population - 0.2%
Black Households - 0.2%
Hispanic Population - 0.4%
Hispanic Households - 0.3%
Families - 78.0%
Owner-occupied Hshlds. - 74.6%
Renter-occupied Hshlds. - 25.4%
Noncollege Graduates - 50.6%
College Graduates - 6.1%

% Population Growth Since 1980: 68.3%

SOCIOECONOMIC CHARACTERISTICS

Total Income: $85,136,000
Median Household Income: $31,038
Total Employment (1985): 2,212

Number of Hshlds. with Incomes of:
Less than $5,000 - 77 (3.6%)
$5,000-$9,999 - 155 (7.2%)
$10,000-$14,999 - 191 (8.9%)
$15,000-$19,999 - 210 (9.8%)
$20,000-$24,999 - 167 (7.8%)
$25,000-$34,999 - 448 (20.9%)
$35,000-$49,999 - 475 (22.2%)
$50,000-$74,999 - 311 (14.5%)
$75,000 or more - 107 (5.0%)

RETAIL SALES CHARACTERISTICS

Total Retail Sales: $29,026,000
Buying Power Index (BPI): 0025

Retail Store Counts:
Supermarkets - 3
Department Stores - 0
Apparel & Accessory Stores - 2
Eating & Drinking Places - 13
Furniture, Home Furn. & Appliance Stores - 2
Automotive Dealers - 5
Gasoline Service Stations - 2
Building Materials Dealers - 4
Drugstores - 2

VITAL STATISTICS
Zip Code: 75089
Name: Royse City
State: Texas
Metro: Dallas
County: Rockwall

DEMOGRAPHIC CHARACTERISTICS
Population: 5,361
Total Households: 2,024
Median Age: 35.5

Population by Age Group:
0-5 - 563 (10.5%)
6-11 - 441 (8.2%)
12-17 - 471 (8.8%)
18-24 - 332 (6.2%)
25-34 - 828 (15.4%)
35-44 - 839 (15.7%)
45-54 - 529 (9.9%)
55-64 - 588 (11.0%)
65 & over - 770 (14.4%)

1980 Percentage Totals for:
Black Population - 9.6%
Black Households - 8.6%
Hispanic Population - 4.9%
Hispanic Households - 3.8%
Families - 77.5%
Owner-occupied Hshlds. - 78.4%
Renter-occupied Hshlds. - 21.6%
Noncollege Graduates - 57.3%
College Graduates - 5.5%

% Population Growth Since 1980: 70.1%

SOCIOECONOMIC CHARACTERISTICS
Total Income: $53,714,000
Median Household Income: $21,060
Total Employment (1985): 469

Number of Hshlds. with Incomes of:
Less than $5,000 - 298 (14.7%)
$5,000-$9,999 - 332 (16.4%)
$10,000-$14,999 - 173 (8.5%)
$15,000-$19,999 - 163 (8.1%)
$20,000-$24,999 - 217 (10.7%)
$25,000-$34,999 - 381 (18.8%)
$35,000-$49,999 - 352 (17.4%)
$50,000-$74,999 - 84 (4.2%)
$75,000 or more - 24 (1.2%)

RETAIL SALES CHARACTERISTICS
Total Retail Sales: $6,121,000
Buying Power Index (BPI): .0015

Retail Store Counts:
Supermarkets - 5
Department Stores - 0
Apparel & Accessory Stores - 1
Eating & Drinking Places - 2
Furniture, Home Furn. & Appliance Stores - 0
Automotive Dealers - 1
Gasoline Service Stations - 3
Building Materials Dealers - 0
Drugstores - 1

VITAL STATISTICS
Zip Code: 84650
Name: Oasis
State: Utah
Metro: Nonmetropolitan
County: Millard

DEMOGRAPHIC CHARACTERISTICS
Population: 183
Total Households: 68
Median Age: 35.8

Population by Age Group:
0-5 - 22 (12.0%)
6-11 - 20 (10.9%)
12-17 - 10 (5.5%)
18-24 - 8 (4.4%)
25-34 - 30 (16.4%)
35-44 - 18 (9.8%)
45-54 - 13 (7.1%)
55-64 - 15 (8.2%)
65 & over - 47 (25.7%)

1980 Percentage Totals for:
Black Population - 0%
Black Households - 0%
Hispanic Population - 0%
Hispanic Households - 0%
Families - 76.3%
Owner-occupied Hshlds. - 91.4%
Renter-occupied Hshlds. - 8.6%
Noncollege Graduates - 58.4%
College Graduates - 3.0%

% Population Growth Since 1980: 81.2%

SOCIOECONOMIC CHARACTERISTICS
Total Income: $1,412,000
Median Household Income: $25,625
Total Employment (1985): 7

Number of Hshlds. with Incomes of:
Less than $5,000 - 9 (13.2%)
$5,000-$9,999 - 13 (19.1%)
$10,000-$14,999 - 2 (2.9%)
$15,000-$19,999 - 6 (8.8%)
$20,000-$24,999 - 3 (4.4%)
$25,000-$34,999 - 16 (23.5%)
$35,000-$49,999 - 12 (17.6%)
$50,000-$74,999 - 4 (5.9%)
$75,000 or more - 3 (4.4%)

RETAIL SALES CHARACTERISTICS
Total Retail Sales: None
Buying Power Index (BPI): .0000

Retail Store Counts:
Supermarkets - 0
Department Stores - 0
Apparel & Accessory Stores - 0
Eating & Drinking Places - 0
Furniture, Home Furn. & Appliance Stores - 0
Automotive Dealers - 0
Gasoline Service Stations - 0
Building Materials Dealers - 0
Drugstores - 0